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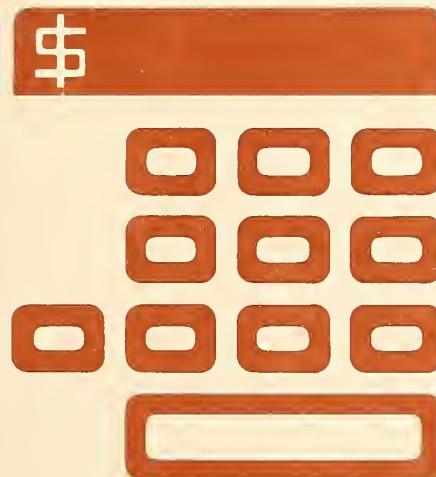
1982

Census of Retail Trade

RC82-C-50

Major Retail Centers
in Standard Metropolitan
Statistical Areas

Wisconsin



The publications
from the 1982 Economic and
Agriculture Censuses are dedicated
to the memory of Shirley Kallek,
Associate Director for Economic Fields.
During her career at the Bureau of the
Census (1955 to 1983), she continually
directed efforts to improve
the timeliness and accuracy of
economic statistics.

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Issued February 1985



U.S. Department of Commerce

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Clarence J. Brown, Deputy Secretary

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INTRODUCTION

ECONOMIC CENSUSES OVER TIME

The early beginnings of America's industrial output were first measured in the United States in the 1810 Decennial Census and again in 1820, when questions on manufacturing were included with those for population. Beginning with the 1840 Decennial Census, there were enumerations of manufactures and mineral industries at 10-year intervals up to and including the year 1900 for manufactures and 1940 for mineral industries. The latter census was again taken for 1954, 1958, 1963, and 1967.

Because of the increasing dominance of manufacturing in the early 20th century, Congress directed that quinquennial censuses of manufactures be taken beginning in 1905. However, from 1919 through 1939, these censuses were conducted every 2 years. The need for war-related current surveys in the early 1940's postponed the next census of manufactures until 1948 (for 1947). That census was again taken for 1954, 1958, 1963, and 1967.

Retail and wholesale trade data were first collected in 1930, and in 1933 information on selected service industries was added to the data-collection operation. These business censuses, as they were called, were again taken for 1935, 1939 (as part of the 1940 decennial program), 1948, 1954, 1958, 1963, and 1967.

Information on construction industries was first obtained in 1930 and again for 1935 and 1939. Data for the full spectrum of construction industries were not gathered again until 1968 (for 1967).

The need for transportation data to supplement information available from existing governmental or private sources was recognized by Congress in the late 1950's and early 1960's. The census of transportation (consisting of several surveys) was first taken for 1963 and again for 1967.

Since 1967, all of the above censuses have been taken quinquennially as part of the Census Bureau's economic census program. (For the 1977 censuses, the coverage of the service industries was broadened from "selected services" to all services, except religious organizations and private households. A total of 41 additional four-digit standard industrial classifications¹ (SIC's) in 7 SIC major groups was added to the scope of the census. While most of the industries included for the first time for 1977 were covered again for 1982, some were not, i.e., hospitals; elementary and secondary schools; colleges, universities, and professional schools; junior colleges and technical institutes; labor unions and similar labor organizations; and political organizations.)

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

The first manufacturing census for an outlying area was conducted in Puerto Rico for the year 1909. Thereafter, with the exception of 1929, a census was taken at 10-year intervals through 1949. The first censuses of retail trade, wholesale trade, and selected service industries in Puerto Rico were conducted for 1939. These censuses also were taken for the years 1949, 1954, 1958, 1963, and 1967. A census of construction industries was first introduced in Puerto Rico for 1967. These censuses of Puerto Rico have been taken since then for the years 1972, 1977, and 1982.

Censuses of manufactures, retail trade, wholesale trade, and selected service industries were conducted in Guam and the Virgin Islands of the United States for 1958, 1963, 1967, 1972, 1977, and 1982. Censuses of mineral industries were taken in the Virgin Islands of the United States for the years 1958, 1963, and 1967 but not since that time. A census of construction industries was also undertaken in these areas for 1972, 1977, and 1982.

Retail trade, wholesale trade, selected service industries, manufacturing, and construction industries were canvassed for the first time in the Northern Mariana Islands in 1983 (for 1982).

For 1982, the economic censuses and agriculture censuses were conducted concurrently.

USES OF THE ECONOMIC CENSUSES

The economic censuses are the major source for facts about the structure and functioning of the Nation's economy and provide essential information for government, business, industry, and the general public. They provide an important part of the framework for such composite measures as the gross national product, input-output measures, indexes of industrial production, and indexes measuring productivity and price levels. Information from the censuses is used to establish sampling frames and as benchmarks for current surveys of business activity, which are essential for measuring short-term economic conditions.

State and local governments use census data to assess business activities within their jurisdictions. The private sector uses the data to forecast general economic conditions; analyze sales performance; lay out sales territories; allocate funds for advertising; decide on locations for new plants, warehouses, or stores; and measure potential markets in terms of size, geographic areas, kinds of business, and kinds of products made or sold.

Following every census, thousands of businesses and other users purchase reports. Likewise, census facts are widely disseminated by trade associations, business journals, and newspapers. Volumes containing census statistics are available in most major public and college libraries. All 1982 data are available on microfiche from the U.S. Government Printing Office and most data on computer tape from the Census Bureau. Finally, the more than 50 State Data Centers also are suppliers of economic census statistics.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which directs that they be taken at 5-year intervals for the years ending in 2 and 7. The 1982 Economic Censuses covered manufacturing, mining, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. Special programs also cover minority-owned and women-owned businesses. The next economic censuses are scheduled to be taken in 1988 for the year 1987.

CENSUS OF RETAIL TRADE

The 1982 Census of Retail Trade, part of the 1982 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented for selected industrial classifications in tables included in the United States Summary report of the Geographic Area series, RC82-A-52. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

For the 1982 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1982 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

Central Business District

A central business district, as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 persons or more. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts, except for a few CBD's with census tracts which include areas outside the corporate limits of the city. In these cases, the CBD consists of only those portions of the census tracts within the corporate limits of the city. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area statistics. Data for CBD's are published only in reports of the census of retail trade.

Major Retail Center

A major retail center is a concentration of at least 25 retail stores² located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.³ MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of January 1, 1982. Data for MRC's are published only in reports of the census of retail trade.

Delineation

The delineation of central business districts and major retail centers was determined in consultation with local census statistical areas committees (CSAC's). A few CSAC's chose not to participate in the CBD delineation program so some eligible cities do not have CBD's. In areas where CSAC's did not participate in the MRC delineation program, the Bureau asked other local organizations to delineate MRC's and list stores in the delineated areas, following Bureau guidelines. Due to funding limitations, Bureau employees could not delineate MRC's in areas for which outside participation could not be obtained. Accordingly, no MRC statistics are presented in this report for a few areas which may have had qualifying MRC's.

Approximately 95 percent of all areas which may have had MRC's were delineated by CSAC's or by other local organizations. Appendix J identifies which areas were delineated by CSAC's; which areas were delineated by other interested organizations; and which areas were not delineated, either because there were no MRC's or because MRC delineation participation could not be obtained for the area.

²An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1982. Thus, data may be shown for a few MRC's which have less than 25 stores.

³Minimum square footage criterion was waived in a few special cases at request of local CSAC.

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

For the first time, in the 1977 Census of Retail Trade, CBD's and MRC's were delineated by using the definition described above. These new definitions caused a slight modification in the scope of the 1977 program, which covered 272 SMSA's containing 386 CBD's and 1,464 MRC's.

There was no change in the scope of the program in the 1982 Census of Retail Trade. The number of SMSA's covered increased to 315, and included 456 CBD's and approximately 1,550 MRC's.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure so this item may be released even though other information is withheld.

For every CBD and MRC, statistics on sales, payroll, and number of employees are presented for all kind-of-business lines which do not require suppression to avoid disclosing data for individual companies. However, since most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing the operations of individual establishments. For this reason, additional sales data are shown for the following kind-of-business groups:

1. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
2. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).
3. All other stores (SIC's 52, 55, and 59, except 591 and 594).

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's included in the 1982 MRC program are those defined by the Office of Management and Budget as of January 1, 1982, except for three areas which did not have any MRC's or CBD's for 1982: Glens Falls, N.Y.; Jacksonville, N.C.; and Santa Cruz, Calif.

MRC statistics are presented for all areas within SMSA's for which a local group delineated qualifying MRC's. For any MRC's which existed in 1977 and which still qualified but were not delineated for the 1982 program, unpublished 1982 MRC statistics are available. These statistics may be obtained by submitting a written request to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

CBD statistics are presented for all eligible cities for which the local CSAC defined the area known as the "central business district."

For all SMSA's in the State for which MRC and/or CBD data are presented, data are also shown for each SMSA, each central city, and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local CSAC. Data for SMSA's which cross State lines appear only in the State report for the State in which the SMSA is primarily located.

DESCRIPTIONS OF SPECIFIC CENTRAL BUSINESS DISTRICTS AND MAJOR RETAIL CENTERS

The boundaries of each central business district and major retail center are described in appendix I. Boundaries begin with the north boundary and continue clockwise through all the boundaries.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars, i.e., 1982 data are expressed in 1982 dollars and 1977 data in 1977 dollars. Consequently, when making comparisons to prior years, users should consider the inflation that has occurred.

RELIABILITY OF DATA

All data compiled in this report originated from either census questionnaires or administrative records of other Federal agencies and, therefore, are not subject to sampling errors. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, and estimation for missing or misreported data.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors. No direct measurement of these effects has been obtained except for estimation of missing or misreported data. However, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Bureau of the Census obtains on computer tape limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication. See appendix A for a more complete explanation of census coverage and methodology.

MICROFICHE

The data in this report series are also available on microfiche. Microfiche reports are sold by the U.S. Government Printing Office.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1982 Census of Retail Trade may be obtained, depending on availability of time and personnel, on computer tape or in tabular form. The data will be in summary form and subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

To discuss a special tabulation before submitting specifications, call 301-763-5282.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

—	Represents zero.
(D)	Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.
(IC)	Independent city.
(NA)	Not available.
(NC)	Not comparable.
(S)	Withheld because estimates did not meet publication standards on basis of either response rate, associated standard error, or a consistency review.
CBD	Central Business District.
MRC	Major Retail Center.
n.e.c.	Not elsewhere classified.
pt.	Part.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.

Users' Guide for Locating Statistics in This Report by Table Number

Information shown in tables	Table		
	1	2	3
GEOGRAPHIC AREAS			
SMSA's in the State	X		
CBD's in SMSA's	X		X
Places with CBD's in SMSA's	X		
MRC's in SMSA's	X		X
DATA ITEMS¹			
All establishments:			
Establishments	X	X	X
Sales	X	X	X
Establishments with payroll:			
Establishments	X	X	X
Sales	X	X	X
Annual payroll	X	X	X
First quarter payroll		X	X
Paid employees for pay period including March 12, 1982.....	X	X	X

¹See Explanation of Terms, appendix A.

Users' Guide for Locating Statistics in the 1982 Census of Retail Trade Reports

Report and geographic area	Information shown in reports by kind of business or industry category									
	Number of establish- ments	Sales (\$1,000)	Payroll (\$1,000)	Number of em- ployees	Sales per capita and selected ratios	Mer- chan- dise line sales	Sales size and em- ployment size of establish- ments and firms	Con- cen- tra- tion ratios of largest firms	Single units and multi- units	Legal form of organization
GEOGRAPHIC AREA SERIES										
United States	X	X	X	X		X				
State	X	X	X	X		X				
SCSA	X	X	X	X						
SMSA	X	X	X	X						
County	X	X	X	X						
Place	X	X	X	X						
MAJOR RETAIL CENTERS										
SMSA	X	X								
City	X	X	X	X						
CBD	X	X	X	X						
MRC	X	X	X	X						
ESTABLISHMENT AND FIRM SIZE (INCLUDING LEGAL FORM OF ORGANIZATION)										
United States	X	X	X	X			X	X	X	X
MEASURES OF VALUE PRODUCED, CAPITAL EXPENDITURES, DEPRECIABLE ASSETS, AND OPERATING EXPENSES										
United States		X	X						X	¹ X
MERCHANDISE LINE SALES										
United States	X	X					X			
State	² X	² X					² X			
SMSA	² X	² X					² X			
MISCELLANEOUS SUBJECTS										
United States	X	X	X	X						³ X
State	X	X	X	X						³ X
SMSA	X	X	X	X						³ X

¹ Includes value produced, capital expenditures, depreciable assets, and selected operating expenses detail.

² Data available in printed form only for the United States and selected SMSA's based on volume of retail sales. Data for other areas are available only on microfiche.

³ For the United States, States, and SMSA's, includes data on number of gasoline pumps and gallon sales of gasoline and other automotive fuels as well as establishments offering self-service sale of gasoline; on waiter or waitress service, seating capacity and average cost per meal; and on the number of pharmacists, number of prescriptions filled, and percent of prescriptions paid for by third parties. For the United States and States only, includes data on types of food service, franchise holders, concession operators, contract feeding and automatic merchandising machine operators; and on the gallon sales of fuels, LP gas bulk storage capacity, and number of establishments selling bottled LP gas.

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The following tables are common to each SMSA which has either a central business district and/or at least one major retail center. Applicable tables have been omitted in SMSA's where both central business districts and major retail centers did not exist.

TABLES

1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982
 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982
 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982
-

SMSA's

Appleton-Oshkosh SMSA	3
Eau Claire SMSA	7
Green Bay SMSA	10
Janesville-Beloit SMSA	13
Kenosha SMSA	17
La Crosse SMSA	20
Madison SMSA	23
Milwaukee SMSA	26
Racine SMSA	34
Sheboygan SMSA	37
Wausau SMSA	40

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-- Not applicable.



Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I.]

SIC code	Kind of business	Standard metropolitan statistical area	Appleton		Oshkosh		Major retail center No. 1
			City	Central business district	City	Central business district	
	Retail stores ^{1 2 3} :						
	Number	2 473	544	181	545	148	53
	Sales (\$1,000)	1 287 214	308 902	89 945	319 804	71 822	(D)
	Annual payroll (\$1,000)	155 131	39 441	14 191	43 869	10 683	14 319
	Paid employees for pay period including March 12, 1982	20 636	5 235	1 891	5 549	1 600	1 635
	Retail stores (establishments with payroll):						
	Number	1 770	423	155	416	134	51
	Sales (\$1,000)	1 261 878	304 482	89 498	315 491	71 338	133 202
54, 58, 591	Convenience goods stores:						
	Number	773	182	37	185	42	18
	Sales (\$1,000)	416 560	96 261	8 766	102 158	17 988	21 449
53, 56, 57; 594	Shopping goods stores (GAF) ^{4 5} :						
	Number	457	155	100	110	82	18
	Sales (\$1,000)	322 107	125 114	63 398	81 101	35 487	41 787
62, 55, 69, ex. 591, 4	All other stores:						
	Number	540	106	18	121	30	17
	Sales (\$1,000)	523 209	83 107	17 332	132 234	17 683	69 966
	NUMBER OF ESTABLISHMENTS						
	Retail stores ^{1 2 3}	2 473	544	181	545	148	53
	Retail stores (establishments with payroll) ²	1 770	423	165	416	134	61
52	Building materials, hardware, garden supply, and mobile home dealers	99	13	1	13	8	2
525	Hardware stores	33	3	-	3	1	-
52 ex. 525	Other	66	10	1	10	5	2
53	General merchandise group stores	43	12	8	7	3	4
531	Department stores (incl. leased depts.) ^{5 6}	17	6	3	4	2	3
531	Department stores (excl. leased depts.) ⁵	17	6	3	4	2	3
533	Variety stores	13	1	1	2	1	-
539	Miscellaneous general merchandise stores	13	5	2	1	-	1
54	Food stores ⁷	168	37	4	34	4	3
541	Grocery stores	100	21	-	20	1	2
55 ex. 554	Automotive dealers	126	22	2	26	7	12
554	Gasoline service stations	149	29	5	35	4	2
56	Apparel and accessory stores	155	55	40	40	25	6
561	Men's and boys' clothing and furnishings stores	15	6	6	3	1	1
562, 3, 8	Women's clothing and specialty stores and furs	56	23	13	14	10	2
562	Women's ready-to-wear stores	52	22	12	13	9	2
565	Family clothing stores	22	3	3	4	3	-
566	Shoe stores	52	18	14	16	9	2
564, 9	Other apparel and accessory stores	10	5	4	3	2	-
57	Furniture, home furnishings, and equipment stores	132	47	26	31	13	8
5712	Furniture stores	46	20	12	7	3	2
5713, 4, 9	Home furnishing stores	27	8	2	7	3	2
572, 3	Household appliance, radio, television, and music stores	59	19	14	17	7	2
58	Eating and drinking places	553	115	30	137	31	13
5812	Eating places	328	68	15	76	18	13
5813	Drinking places	225	47	15	81	13	-
591	Drug and proprietary stores	52	10	3	14	7	-
59 ex. 591	Miscellaneous retail stores ⁸	293	83	36	79	34	4
592	Liquor stores	38	6	2	8	2	-
594	Miscellaneous shopping goods stores ⁹	127	41	26	32	21	3
5944	Jewelry stores	21	8	5	6	5	-
5847	Gift, novelty, and souvenir shops	16	4	1	5	5	-
5949	Sewing, needlework, and piece goods stores	15	6	4	4	2	1
5982	Florists	24	8	1	6	1	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5847, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	APPLETON CBD										
	Retail stores ^{1, 2, 3}	181	158	89 945	88 555	14 191	14 155	3 423	3 415	1 891	1 885
	Retail stores (establishments with payroll) ²	155	152	89 496	88 189	14 191	14 155	3 423	3 415	1 891	1 885
52	Building materials, hardware, garden supply, and mobile home dealers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	(D)	(D)	(D)	(D)	-	(D)	(D)	(D)
52 ex. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	8	6	32 442	32 442	5 139	5 139	1 284	1 284	723	723
531	Department stores (incl. leased depts.) ^{4, 5}	3	3	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	3	3	31 303	31 303	4 828	4 828	1 208	1 208	675	675
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	4	4	660	660	163	163	31	31	27	27
541	Grocery stores	-	-	-	-	-	-	-	-	-	-
55 ex. 554	Automotive dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	5	5	4 374	4 374	452	452	124	124	88	88
56	Apparel and accessory stores	40	40	10 740	10 740	1 785	1 785	458	458	220	220
561	Men's and boys' clothing and furnishings stores	6	6	2 773	2 773	415	415	114	114	39	39
562, 3, 8	Women's clothing and specialty stores and furriers	13	13	3 316	3 316	612	612	175	175	93	93
562	Women's ready-to-wear stores	12	12	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	3	3	675	675	132	132	43	43	20	20
566	Shoe stores	14	14	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	28	27	13 226	13 225	2 825	2 824	609	608	223	222
5712	Furniture stores	12	12	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	14	13	6 690	6 689	1 351	1 350	307	306	126	125
58	Eating and drinking places	30	29	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5812	Eating places	15	15	4 546	4 545	1 267	1 266	317	315	305	304
5813	Drinking places	15	14	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	36	35	13 412	12 091	1 573	1 542	305	303	176	174
592	Liquor stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	26	26	6 990	6 990	1 264	1 264	241	241	145	145
5944	Jewelry stores	5	5	1 418	1 418	534	534	80	80	36	36
5947	Gift, novelty, and souvenir shops	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	4	4	660	660	110	110	23	23	23	23
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	OSHKOSH CBD										
	Retail stores ^{1, 2, 3}	148	143	71 622	68 171	10 683	10 289	2 563	2 460	1 600	1 471
	Retail stores (establishments with payroll) ²	134	130	71 338	97 904	10 683	10 299	2 563	2 460	1 600	1 471
52	Building materials, hardware, garden supply, and mobile home dealers	8	6	4 322	3 250	998	906	154	126	55	45
525	Hardware stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ax. 525	Other	5	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4, 5}	2	2	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-	-	-	-
54	Food stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	7	9	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	4	4	1 927	1 927	123	123	25	25	15	15
56	Apparel and accessory stores	25	24	12 201	12 142	1 639	1 937	376	374	269	265
561	Men's and boys' clothing and furnishings stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 9	Women's clothing and specialty stores and fumars	10	10	3 259	3 259	469	469	109	109	63	63
562	Woman's ready-to-wear stores	9	9	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	9	9	2 663	2 640	299	297	68	67	49	49
564, 9	Other apparel and accessory stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	13	13	4 241	4 241	657	957	154	154	66	66
5712	Furniture stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	7	7	2 211	2 211	251	251	63	63	30	30
58	Eating and drinking places	31	30	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5812	Eating places	19	17	6 682	5 922	1 955	1 619	433	379	452	344
5813	Drinking places	13	13	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	7	7	3 910	3 910	493	493	119	119	63	63
59 ex. 591	Miscellaneous retail stores ⁷	34	34	9 956	9 695	1 271	1 267	306	305	197	197
592	Liquor stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	21	21	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	5	5	645	645	95	95	22	22	24	24
5949	Sewing, needlework, and pieca goods stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores ^{1 2 3} -----	53	(D)	14 319	3 557	1 635
	Retail stores (establishments with payroll) ² -----	51	133 202	14 319	3 557	1 635
53	General merchandise group stores-----	4	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4 5} -----	3	31 079	(NA)	(NA)	(NA)
55 ex. 554	Automotive dealers-----	12	62 990	5 925	1 526	329
57	Furniture, home furnishings, and equipment stores-----	6	7 764	904	277	74
59 ex. 591	Miscellaneous retail stores-----	4	3 114	511	111	63
594	Miscellaneous shopping goods stores-----	3	2 786	328	72	39

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Eau Claire		Major retail centers		
			City	Central business district	No. 1	No. 2	No. 3
	Retail stores ^{1 2 3} :						
	Number-----	1 233	575	93	118	70	35
	Sales (\$1,000)-----	646 064	408 378	38 103	128 742	79 413	55 606
	Annual payroll (\$1,000)-----	69 897	48 064	5 202	13 403	10 795	8 045
	Paid employees for pay period including March 12, 1982-----	10 374	7 331	801	1 696	1 670	929
	Retail stores (establishments with payroll) ² :						
	Number-----	862	450	79	113	67	35
	Sales (\$1,000)-----	633 425	405 240	37 789	128 521	79 044	55 606
54, 58, 591	Convenience goods stores:						
	Number-----	381	178	28	20	25	15
	Sales (\$1,000)-----	192 560	(D)	6 374	33 945	18 027	(D)
53, 56, 57; 594	Shopping goods stores (GAF) ⁴ :						
	Number-----	212	144	32	65	21	11
	Sales (\$1,000)-----	149 666	(D)	15 611	52 923	35 424	(D)
52, 55, 59, ex. 591, 4	All other stores:						
	Number-----	269	128	19	28	21	9
	Sales (\$1,000)-----	291 199	(D)	15 804	41 653	25 593	18 537
	NUMBER OF ESTABLISHMENTS						
	Retail stores ^{1 2 3} -----	1 233	575	93	118	70	35
	Retail stores (establishments with payroll) ² -----	862	450	79	113	67	35
52	Building materials, hardware, garden supply, and mobile home dealers-----	47	17	-	3	3	-
525	Hardware stores-----	14	3	-	-	1	-
52 ex. 525	Other-----	33	14	-	3	2	-
53	General merchandise group stores-----	21	10	2	3	2	1
531	Department stores (incl. leased dep'ts) ^{5 6} -----	7	5	1	2	1	1
531	Department stores (excl. leased dep'ts) ⁵ -----	7	5	1	2	1	1
533	Variety stores-----	7	2	1	1	-	-
539	Miscellaneous general merchandise stores-----	7	3	-	-	1	-
54	Food stores ⁷ -----	92	45	5	9	2	2
541	Grocery stores-----	67	31	4	4	1	1
55 ex. 554	Automotive dealers-----	64	22	3	8	5	2
554	Gasoline service stations-----	82	46	6	4	8	5
56	Apparel and accessory stores-----	66	46	7	28	6	4
561	Men's and boys' clothing and furnishings stores-----	12	11	1	6	2	-
562, 3, 8	Women's clothing and specialty stores and furriers-----	22	14	1	11	1	1
562	Women's ready-to-wear stores-----	20	13	1	10	1	1
565	Family clothing stores-----	9	5	1	3	-	1
566	Shoe stores-----	20	14	4	7	2	2
564, 9	Other apparel and accessory stores-----	3	2	-	1	1	-
57	Furniture, home furnishings, and equipment stores-----	65	46	8	19	8	2
5712	Furniture stores-----	21	12	3	3	3	1
5713, 4, 9 572, 3	Home furnishing stores-----	13	9	1	3	-	1
	Household appliance, radio, television, and music stores-----	31	25	4	13	5	-
58	Eating and drinking places-----	264	119	20	10	22	13
5812	Eating places-----	149	78	7	9	18	13
5813	Drinking places-----	115	41	13	1	4	-
591	Drug and proprietary stores-----	25	14	3	1	1	-
59 ex. 591	Miscellaneous retail stores ⁸ -----	136	85	25	28	10	6
592	Liquor stores-----	11	6	-	1	4	1
594	Miscellaneous shopping goods stores ⁹ -----	60	42	15	15	5	4
5944	Jewelry stores-----	9	7	3	2	1	-
5947	Gift, novelty, and souvenir shops-----	13	9	4	3	1	2
5949	Sewing, needlework, and piece goods stores-----	9	7	2	3	-	2
5992	Florists-----	9	4	1	1	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in their kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	EAU CLAIRE CBD										
	Retail stores ^{1, 2, 3}	93	89	38 103	35 359	5 202	5 079	1 235	1 203	801	788
	Retail stores (establishments with payroll) ²	79	77	37 769	35 076	5 202	5 079	1 235	1 203	801	788
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	-	-	-	-	-	-	-	-
525	Hardware stores	-	-	-	-	-	-	-	-	-	-
52 ax. 525	Other	-	-	-	-	-	-	-	-	-	-
53	General merchandise group stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4, 5}	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Vanaty storas	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise storas	-	-	-	-	-	-	-	-	-	-
54	Food stores ⁶	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery storas	4	4	1 129	582	88	79	31	19	24	23
55 ex. 554	Automotive dealers	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	6	6	5 311	4 628	205	194	49	48	26	24
58	Apparel and accessory stores	7	7	6 770	6 252	853	830	196	192	121	119
581	Man's and boy's clothing and furnishings stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
582, 3, 8	Woman's clothing and specialty stores and furriers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
582	Woman's ready-to-wear stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
585	Family clothing storas	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
586	Shoe storas	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
586, 9	Other apparel and accessory storas	-	-	-	-	-	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	8	8	3 626	3 726	596	591	139	139	53	53
5712	Furniture storas	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing storas	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	4	4	2 250	2 250	324	324	74	74	26	26
58	Eating and drinking placas	20	20	3 448	3 447	965	964	234	233	283	282
5812	Eating places	7	7	1 992	1 992	667	667	153	153	205	205
5813	Drinking places	13	13	1 458	1 455	298	297	81	80	78	77
591	Drug and proprietary stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	25	23	4 135	3 392	676	830	188	160	94	89
592	Liquor storas	-	-	-	-	-	-	-	-	-	-
594	Miscellaneous shopping goods storas ⁸	15	14	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewlery storas	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5947	Gift, novalty, and souvenir shops	4	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and picca goods stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main storas in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes salas from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1 2 3}	116	128 742	13 403	3 336	1 896
	Retail stores (establishments with payroll) ²	113	128 521	13 403	3 336	1 896
54	Food stores	9	27 988	2 219	578	245
541	Grocery stores	4	25 724	1 931	515	205
55 sx. 554	Automotive dealers	8	33 179	1 734	427	129
554	Gasoline service stations	4	2 159	85	17	17
56	Apparel and accessory stores	28	11 182	1 527	356	226
561	Men's and boys' clothing and furnishings stores	8	2 615	415	107	43
562, 3, 8	Women's clothing and specialty stores and furners	11	4 603	627	145	107
566	Shoe stores	7	2 074	256	53	36
57	Furniture, home furnishings, and equipment stores	19	10 842	1 386	336	121
572, 3	Household appliance, radio, television, and music stores	13	7 417	945	243	83
58	Eating and drinking places	10	(D)	(D)	(D)	(D)
5812	Eating places	9	3 747	961	222	217
59 ax. 591	Miscellaneous retail stores	28	11 103	1 757	508	218
594	Miscellaneous shopping goods stores	15	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	3	1 446	179	44	32
MRC NO. 2						
	Retail stores ^{1 2 3}	70	79 413	10 795	2 685	1 870
	Retail stores (establishments with payroll) ²	87	79 044	10 795	2 885	1 870
52	Building materials, hardware, garden supply, and mobile home dealers	3	1 134	218	52	15
55 ax. 554	Automotive dealers	5	13 675	1 139	264	84
554	Gasoline service stations	8	8 718	414	99	58
56	Apparel and accessory stores	8	3 600	251	60	35
57	Furniture, home furnishings, and equipment stores	8	2 502	325	59	29
5712	Furniture stores	3	1 141	198	30	13
572, 3	Household appliance, radio, television, and music stores	5	1 361	127	29	16
58	Eating and drinking places	22	14 746	4 054	1 116	919
5812	Eating places	18	12 106	3 269	893	804
5813	Drinking places	4	2 640	785	223	115
MRC NO. 3						
	Retail stores ^{1 2 3}	35	55 606	6 045	1 368	929
	Retail stores (establishments with payroll) ²	35	55 606	6 045	1 368	929
554	Gasoline service stations	5	4 030	144	33	25
56	Apparel and accessory stores	4	1 154	108	24	22
58	Eating and drinking places	13	7 458	2 232	476	424
59 ex. 591	Miscellaneous retail stores	8	2 733	157	34	50

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Green Bay		Major retail center No. 1
			City	Central business district	
	Retail stores ^{1, 2, 3} :				
	Number	1 570	945	170	56
	Sales (\$1,000)	875 583	528 522	86 795	51 306
	Annual payroll (\$1,000)	109 416	70 046	12 773	6 645
	Paid employees for pay period including March 12, 1982	14 628	9 336	1 811	970
	Retail stores (establishments with payroll) ² :				
	Number	1 138	727	159	56
	Sales (\$1,000)	858 238	520 994	86 303	51 306
54, 58, 591	Convenience goods stores:				
	Number	492	306	50	11
	Sales (\$1,000)	249 351	143 866	13 078	3 900
53, 56, 57; 594	Shopping goods stores (GAF) ^{4, 5} :				
	Number	351	237	92	39
	Sales (\$1,000)	287 556	189 685	62 844	(D)
52, 55, 59, ex. 591, 4	All other stores:				
	Number	295	184	17	6
	Sales (\$1,000)	321 331	187 443	10 381	(D)
	NUMBER OF ESTABLISHMENTS				
	Retail stores ^{1, 2, 3}	1 570	945	170	56
	Retail stores (establishments with payroll) ²	1 138	727	159	56
52	Building materials, hardware, garden supply, and mobile home dealers	60	33	3	1
525	Hardware stores	18	8	-	-
52 ex. 525	Other	42	25	3	1
53	General merchandise group stores	31	18	5	3
531	Department stores (incl. leased dep'ts) ^{5, 6}	17	11	3	3
531	Department stores (excl. leased dep'ts) ⁵	17	11	3	3
533	Variety stores	5	2	-	-
539	Miscellaneous general merchandise stores	9	5	2	-
54	Food stores ⁷	104	59	7	3
541	Grocery stores	61	30	3	-
55 ex. 554	Automotive dealers	82	31	3	2
554	Gasoline service stations	85	53	1	-
56	Apparel and accessory stores	131	94	48	21
561	Men's and boys' clothing and furnishings stores	18	15	8	-
562, 3, 8	Women's clothing and specialty stores and furriers	46	33	19	10
562	Women's ready-to-wear stores	41	29	16	9
565	Family clothing stores	13	8	4	1
566	Shoe stores	46	34	16	8
564, 9	Other apparel and accessory stores	8	4	1	2
57	Furniture, home furnishings, and equipment stores	93	55	13	8
5712	Furniture stores	21	9	1	3
5713, 4, 9	Home furnishing stores	23	13	1	1
572, 3	Household appliance, radio, television, and music stores	49	33	11	4
58	Eating and drinking places	360	227	39	8
5812	Eating places	237	140	25	8
5813	Drinking places	123	87	14	-
591	Drug and proprietary stores	28	20	4	-
59 ex. 591	Miscellaneous retail stores ⁸	184	137	36	10
592	Liquor stores	29	20	2	-
594	Miscellaneous shopping goods stores ⁹	96	70	26	7
5944	Jewelry stores	19	15	10	2
5947	Gift, novelty, and souvenir shops	17	13	4	2
5949	Sewing, needlework, and piece goods stores	9	7	2	-
5992	Florists	8	6	1	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in their kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

(For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.)

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
GREEN BAY CBD											
	Retail stores ^{1, 2, 3}	170	166	86 795	84 669	12 773	12 539	2 968	2 906	1 611	1 742
	Retail stores (establishments with payroll) ²	159	156	86 303	84 251	12 773	12 539	2 968	2 906	1 811	1 742
52	Building materials, hardware, garden supply, and mobile home dealers	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-	-	-	-	-	-
52 ex. 525	Other	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	5	5	32 697	32 697	4 988	4 968	1 084	1 084	691	691
531	Department stores (incl. leased depts.) ⁴	3	3	31 665	31 665	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	-	-	-	-	-	-	-	-	-	-
539	Miscellaneous general merchandise stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁵	7	7	2 932	2 762	456	447	105	102	65	83
541	Grocery stores	3	3	1 830	1 709	268	279	66	66	54	52
55 ex. 554	Automotive dealers	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	48	47	17 602	17 601	2 241	2 239	533	532	303	302
561	Men's and boys' clothing and furnishings stores	6	8	3 581	3 581	576	576	157	157	72	72
562, 3, 8	Women's clothing and specialty stores and furriers	19	16	7 284	7 283	847	845	188	187	124	123
582	Women's ready-to-wear stores	16	15	6 531	6 530	713	711	155	154	108	107
585	Family clothing stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
586	Shoe stores	16	16	4 024	4 024	572	572	132	132	70	70
584, 9	Other apparel and accessory stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	13	13	4 068	4 066	725	725	173	173	75	75
5712	Furniture stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	11	11	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	38	38	5 087	4 458	1 317	1 216	322	295	315	266
5812	Eating places	25	25	3 534	3 381	1 017	986	243	236	216	207
5813	Drinking places	14	13	1 553	1 077	300	230	79	59	(S)	59
591	Drug and proprietary stores	4	4	5 059	4 015	732	612	185	155	75	60
59 ex. 591	Miscellaneous retail stores ⁷	36	35	10 184	9 957	1 642	1 641	406	408	217	216
592	Liquor stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	26	25	6 477	6 250	1 436	1 435	365	365	172	171
5944	Jewelry stores	10	10	3 375	3 375	574	574	135	135	56	56
5947	Gift, novelty, and souvenir shops	4	4	1 004	1 004	142	142	32	32	25	25
5949	Sewing, needlework, and piece goods stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes data from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 584, and 5992.

⁸May include data not covered by SIC's 594, 5847, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores ^{1 2 3}	56	51 306	6 645	1 475	970
	Retail stores (establishments with payroll) ²	56	51 306	6 645	1 475	970
53	General merchandise group stores	3	31 242	3 828	872	514
531	Department stores (excl. leased dep'ts.) ⁴	3	31 242	3 828	872	514
54	Food stores	3	394	74	17	15
56	Apparel and accessory stores	21	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furniars	10	2 496	328	69	60
566	Shoe stores	8	1 974	288	53	36
57	Furniture, home furnishings, and equipment stores	8	3 310	447	117	43
5712	Furniture stores	3	1 783	285	81	25
56	Eating and drinking places	8	3 506	770	140	205
5812	Eating places	8	3 506	770	140	205

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Janesville		Beloit		Major retail centers		
			City	Central business district	City	Central business district	No. 1	No. 2	No. 3
Retail stores^{1 2 3}:									
	Number	1 178	533	74	381	89	66	48	39
	Sales (\$1,000)	823 390	328 788	20 903	220 919	32 730	(D)	(D)	(D)
	Annual payroll (\$1,000)	71 528	39 714	3 384	23 978	3 984	8 038	8 091	8 179
	Paid employees for pay period including March 12, 1982	9 852	5 357	453	3 134	503	967	1 167	710
Retail stores (establishments with payroll)²:									
	Number	865	405	59	275	81	66	47	37
	Sales (\$1,000)	812 560	323 948	19 447	218 146	32 601	41 612	89 299	48 442
54, 58, 591	Convenience goods stores:								
	Number	374	153	24	124	29	17	18	13
	Sales (\$1,000)	219 068	110 799	7 823	79 809	7 305	4 670	(D)	31 148
53, 56, 57; 594	Shopping goods stores (GAF)⁴:								
	Number	233	131	26	74	16	44	19	13
	Sales (\$1,000)	159 334	103 546	9 939	(D)	4 372	35 664	41 712	5 774
52, 55, 59, sx-591, 4	All other stores:								
	Number	258	121	9	77	18	5	10	11
	Sales (\$1,000)	234 158	109 603	1 685	(D)	20 924	1 278	(D)	11 520
NUMBER OF ESTABLISHMENTS									
	Retail stores^{1 2 3}	1 178	533	74	381	89	66	46	39
	Retail stores (establishments with payroll)²	865	405	59	275	81	66	47	37
52	Building materials, hardware, garden supply, and mobile home dealers	39	17	-	10	1	-	-	2
525	Hardware stores	17	5	-	4	-	-	-	1
52 ex. 525	Other	22	12	-	6	1	-	-	1
53	General merchandise group stores	22	12	2	7	1	3	3	1
531	Department stores (incl. leased depts.) ^{5 6}	12	7	1	5	-	3	2	-
531	Department stores (excl. leased depts.) ⁵	12	7	1	5	-	3	2	-
533	Variety stores	6	3	1	1	-	-	-	-
539	Miscellaneous general merchandise stores	4	2	-	1	1	-	1	1
54	Food stores⁷	85	36	3	27	2	7	3	3
541	Grocery stores	56	20	1	18	2	1	-	2
55 sx. 554	Automotive dealers	46	22	1	14	5	-	5	3
554	Gasoline service stations	82	35	-	29	4	-	5	3
56	Apparel and accessory stores	93	52	8	27	8	27	8	5
561	Men's and boys' clothing and furnishings stores	8	4	1	1	1	2	-	-
562, 3, 8	Women's clothing and specialty stores and furriers	36	21	2	11	3	12	3	2
562	Women's ready-to-wear stores	34	19	2	11	3	11	3	2
565	Family clothing stores	11	8	2	2	-	3	-	-
566	Shoe stores	27	16	3	10	2	8	3	1
564, 9	Other apparel and accessory stores	11	5	-	3	-	2	-	2
57	Furniture, home furnishings, and equipment stores	53	29	5	18	6	4	7	5
5712	Furniture stores	12	8	3	2	2	-	2	-
5713, 4, 9	Home furnishing stores	12	6	-	5	2	1	2	-
572, 3	Household appliance, radio, television, and music stores	29	15	2	11	2	3	3	5
58	Eating and drinking places	257	103	19	86	25	6	15	7
5812	Eating places	165	72	10	58	13	5	15	6
5813	Drinking places	92	31	9	28	12	1	-	1
591	Drug and proprietary stores	32	14	2	11	2	4	-	3
59 ex. 591	Miscellaneous retail stores⁸	156	85	19	46	9	15	3	5
592	Liquor stores	24	11	-	6	-	1	-	2
594	Miscellaneous shopping goods stores ⁹	65	38	11	22	3	10	3	2
5944	Jewelry stores	14	8	4	4	1	3	-	1
5947	Gift, novelty, and souvenir shops	11	6	1	5	1	3	1	-
5949	Sewing, needlework, and piece goods stores	8	4	-	2	1	1	1	-
5992	Florists	11	4	1	4	2	1	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5949.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
JANESVILLE CBD											
	Retail stores ^{1, 2, 3}	74	73	20 903	20 719	3 384	3 369	837	832	453	450
	Retail stores (establishments with payroll) ²	59	59	19 447	19 385	3 384	3 369	837	832	453	450
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	-	-	-	-	-	-	-	-
525	Hardware stores	-	-	-	-	-	-	-	-	-	-
52 ax. 525	Other	-	-	-	-	-	-	-	-	-	-
53	General merchandise group stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4, 5}	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-	-	-	-
54	Food stores ⁶	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	-	-	-	-	-	-	-	-	-	-
56	Apparel and accessory stores	8	8	1 788	1 787	378	377	81	80	44	43
561	Men's and boys' clothing and furnishings stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	3	3	644	644	115	115	27	27	11	11
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	5	5	2 598	2 598	408	408	102	102	33	33
5712	Furniture stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	-	-	-	-	-	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	19	19	3 490	3 490	979	979	248	248	178	178
5812	Eating places	10	10	2 162	2 162	656	656	172	172	119	119
5813	Drinking places	9	9	1 328	1 328	323	323	76	76	59	59
591	Drug and proprietary stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	19	19	2 688	2 609	478	466	134	131	64	62
592	Liquor stores	-	-	-	-	-	-	-	-	-	-
594	Miscellaneous shopping goods stores ⁸	11	11	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	4	4	426	426	128	128	54	54	11	11
5947	Gift, novelty, and souvenir shops	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
BELOIT CBD											
	Retail stores ^{1, 2, 3}	69	66	32 730	31 942	3 984	3 878	951	916	503	472
	Retail stores (establishments with payroll) ²	61	59	32 601	31 835	3 984	3 878	951	916	503	472
52	Building materials, hardware, garden supply, and mobile home dealers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-	-	-	-	-	-
52 ex. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group atores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4, 5}	-	-	-	-	-	-	-	-	-	-
531	Department stores (excl. leased depts.) ⁴	-	-	-	-	-	-	-	-	-	-
533	Variety stores	-	-	-	-	-	-	-	-	-	-
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food atores ⁶	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	5	5	13 872	13 872	1 364	1 364	312	312	87	87
554	Gasoline service stations	4	4	3 827	3 827	173	173	43	43	18	18
56	Apparel and accessory atores	6	6	1 742	1 700	325	315	81	78	53	52
561	Men's and boys' clothing and furnishings stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	3	3	988	988	178	178	46	46	36	36
562	Women's ready-to-wear stores	3	3	988	988	178	178	46	46	36	36
565	Family clothing stores	-	-	-	-	-	-	-	-	-	-
566	Shoe stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	6	6	1 783	1 783	322	322	80	80	46	46
5712	Furniture stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	25	23	3 381	2 968	698	626	160	140	163	146
5812	Eating places	13	12	2 295	2 090	488	452	114	104	121	112
5813	Drinking places	12	11	1 086	878	210	174	46	36	42	34
591	Drug and proprietary atores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail atores ⁷	9	9	3 896	3 585	581	557	143	131	75	62
592	Liquor stores	-	-	-	-	-	-	-	-	-	-
594	Miscellaneous shopping goods stores ⁸	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1, 2, 3}	66	(D)	8 038	1 332	967
	Retail stores (establishments with payroll) ²	66	41 812	6 038	1 332	967
53	General merchandise group stores	3	23 493	3 174	702	496
531	Department stores (excl. leased depts.) ⁴	3	23 493	3 174	702	498
54	Food stores	7	907	159	38	43
56	Apparel and accessory stores	27	6 458	1 202	257	168
562, 3, 8	Women's clothing and specialty stores and fumers	12	3 492	435	95	68
565	Female clothing stores	3	1 629	249	44	29
566	Shoe stores	8	2 068	310	74	44
57	Furniture, home furnishings, and equipment stores	4	1 312	190	46	33
58	Eating and drinking places	8	1 892	567	115	109
591	Drug and proprietary stores	4	1 871	207	48	39
59 ex. 591	Miscellaneous retail stores	15	3 879	539	126	77
594	Miscellaneous shopping goods stores	10	2 401	350	84	53
5947	Gift, novelty, and souvenir shops	3	471	69	15	12
MRC NO. 2						
	Retail stores ^{1, 2, 3}	46	(D)	6 091	1 889	1 167
	Retail stores (establishments with payroll) ²	47	89 299	8 091	1 889	1 167
53	General merchandise group stores	3	33 077	3 048	682	371
55 ex. 554	Automotive dealers	5	9 599	963	234	60
554	Gasoline service stations	5	7 579	268	74	30
58	Apparel and accessory stores	6	2 925	219	52	36
57	Furniture, home furnishings, and equipment stores	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	3	1 475	95	22	6
58	Eating and drinking places	15	9 645	2 796	669	587
5812	Eating places	15	9 645	2 796	669	587
MRC NO. 3						
	Retail stores ^{1, 2, 3}	39	(D)	6 179	1 579	710
	Retail stores (establishments with payroll) ²	37	48 442	6 179	1 579	710
55 ex. 554	Automotive dealers	3	5 591	750	162	38
554	Gasoline service stations	3	2 252	121	27	20
56	Apparel and accessory stores	5	1 365	106	44	17
57	Furniture, home furnishings, and equipment stores	5	926	119	22	11
572, 3	Household appliance, radio, television, and music stores	5	926	119	22	11
58	Eating and drinking places	7	(D)	(D)	(D)	(D)
5812	Eating places	6	2 716	921	246	204
591	Drug and proprietary stores	3	3 169	452	109	46
59 ex. 591	Miscellaneous retail stores	5	2 832	180	44	21

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Kenosha		Major retail centers	
			City	Central business district	No. 1	No. 2
	Retail stores ^{1 2 3} :					
	Number	936	690	103	46	39
	Sales (\$1,000)	454 807	342 674	31 546	(D)	(D)
	Average payroll (\$1,000)	57 609	45 854	5 134	8 251	6 967
	Paid employees for pay period including March 12, 1982	7 178	5 732	678	913	912
	Retail stores (establishments with payroll):					
	Number	690	519	86	44	37
	Sales (\$1,000)	445 321	336 233	30 512	51 043	53 998
54, 58, 591	Convenience goods stores:					
	Number	347	256	30	18	20
	Sales (\$1,000)	191 372	146 898	7 185	18 593	25 861
53, 58, 57; 594	Shopping goods stores (GAF):					
	Number	144	129	39	16	10
	Sales (\$1,000)	89 985	(D)	11 249	24 012	22 128
52, 55, 59, ex. 591, 4	All other stores:					
	Number	199	134	17	10	7
	Sales (\$1,000)	163 964	(D)	12 078	8 438	6 009
	NUMBER OF ESTABLISHMENTS					
	Retail stores ^{1 2 3}	936	690	103	46	39
	Retail stores (establishments with payroll):					
	Number	690	519	86	44	37
52	Building materials, hardware, garden supply, and mobile home dealers	34	19	1	1	1
525	Hardware stores	12	9	-	-	-
52 ex. 525	Other	22	10	1	1	1
53	General merchandise group stores	13	9	3	3	2
531	Department stores (incl. leased depts.) ^{4 6}	5	5	1	1	2
531	Department stores (excl. leased depts.) ⁵	5	5	1	1	2
533	Variety stores	5	3	1	1	-
539	Miscellaneous general merchandise stores	3	1	1	1	-
54	Food stores ⁷	75	59	2	5	6
541	Grocery stores	50	35	-	2	3
55 ex. 554	Automotive dealers	33	22	4	1	1
554	Gasoline service stations	75	48	3	4	3
56	Apparel and accessory stores	41	36	11	7	4
561	Men's and boys' clothing and furnishings stores	4	3	1	1	-
562, 3, 8	Women's clothing and specialty stores and furriers	12	12	5	2	1
562	Women's ready-to-wear stores	11	11	4	2	1
565	Family clothing stores	7	6	2	-	-
566	Shoe stores	14	12	2	3	2
564, 9	Other apparel and accessory stores	4	3	1	1	1
57	Furniture, home furnishings, and equipment stores	46	41	11	5	2
5712	Furniture stores	16	15	4	2	-
5713, 4, 9	Home furnishing stores	11	10	2	-	1
572, 3	Household appliance, radio, television, and music stores	19	16	5	3	1
58	Eating and drinking places	250	178	25	11	13
5812	Eating places	129	94	11	9	11
5813	Drinking places	121	84	14	2	2
591	Drug and proprietary stores	22	19	3	2	1
59 ex. 591	Miscellaneous retail stores ⁸	101	88	23	5	4
592	Liquor stores	14	9	-	1	2
594	Miscellaneous shopping goods stores ⁹	44	43	14	1	2
5944	Jewelry stores	6	6	4	-	-
5947	Gift, novelty, and souvenir shops	10	10	4	-	-
5949	Sewing, needlework, and piece goods stores	5	5	-	1	1
5992	Florists	9	8	-	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 6944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of farms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	KENOSHA CBD										
	Retail stores ^{1, 2, 3}	103	103	31 546	31 254	5 134	5 068	1 174	1 158	678	666
	Retail stores (establishments with payroll) ²	86	86	30 512	30 220	5 134	5 069	1 174	1 158	678	666
52	Building materials, hardware, garden supply, and mobile home dealers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ax. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased dep'ts) ^{4, 5}	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased dep'ts) ⁴	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Venue stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	-	-	-	-	-	-	-	-	-	-
55 ax. 554	Automotive dealers	4	4	7 226	7 226	709	709	143	143	36	36
554	Gasoline service stations	3	3	3 249	3 129	143	137	31	30	17	16
56	Apparel and accessory stores	11	11	3 289	3 260	726	716	160	159	93	92
561	Men's and boys' clothing and furnishings stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	5	5	822	822	196	196	44	44	36	36
562	Women's ready-to-wear stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	11	11	2 943	2 916	639	632	165	164	80	78
5712	Furniture stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	5	1 746	1 719	362	355	87	86	55	53
58	Eating and drinking places	25	25	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5812	Eating places	11	11	2 519	2 448	788	754	199	192	165	160
5813	Drinking places	14	14	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	3	3	2 723	2 723	425	425	105	105	56	56
59 ax. 591	Miscellaneous retail stores ⁷	23	23	4 579	4 534	1 014	1 006	221	215	128	125
592	Liquor stores	-	-	-	-	-	-	-	-	-	-
594	Miscellaneous shopping goods stores ⁸	14	14	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5947	Gift, novelty, and souvenir shops	4	4	398	398	79	79	18	18	10	10
5949	Sewing, needlework, and piaca goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	-	-	-	-	-	-	-	-	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1 2 3} -----	48	(D)	8 251	2 018	813
	Retail stores (establishments with payroll) ² -----	44	51 043	8 251	2 018	913
554	Gasoline service stations -----	4	4 061	326	68	25
56	Apparel and accessory stores -----	7	2 309	423	108	70
566	Shoe stores -----	3	737	106	25	14
57	Furniture, home furnishings, and equipment stores -----	5	1 978	372	92	38
58	Eating and drinking places -----	11	4 184	1 169	270	242
59 ex. 591	Miscellaneous retail stores -----	5	3 538	380	111	61
MRC NO. 2						
	Retail stores ^{1 2 3} -----	39	(D)	6 967	1 646	912
	Retail stores (establishments with payroll) ² -----	37	53 998	6 967	1 646	912
54	Food stores -----	6	20 487	2 316	559	168
541	Grocery stores -----	3	20 035	2 202	535	145
554	Gasoline service stations -----	3	3 186	99	24	15
56	Apparel and accessory stores -----	4	4 863	283	64	33
58	Eating and drinking places -----	13	(D)	(D)	(D)	(D)
5812	Eating places -----	11	4 645	1 218	273	264

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	La Crosse		Major retail center No. 1
			City	Central business district	
	Retail stores ^{1, 2, 3} :				
	Number -----	906	692	178	81
	Sales (\$1,000) -----	511 606	418 865	76 032	55 732
	Annual payroll (\$1,000) -----	65 271	54 867	13 494	8 114
	Paid employees for pay period including March 12, 1982 -----	9 021	7 600	1 801	1 163
	Retail stores (establishments with payroll):				
	Number -----	734	596	164	81
	Sales (\$1,000) -----	504 531	414 808	74 691	55 732
54, 58, 591	Convenience goods stores:				
	Number -----	310	242	58	14
	Sales (\$1,000) -----	170 666	123 847	16 107	4 664
53, 56, 57; 594	Shopping goods stores (GAF) ^{4, 5} :				
	Number -----	232	214	78	61
	Sales (\$1,000) -----	147 446	(D)	28 190	49 814
52, 55, 59, ex. 591, 4	All other stores:				
	Number -----	192	140	28	6
	Sales (\$1,000) -----	186 419	(D)	30 394	1 254
	NUMBER OF ESTABLISHMENTS				
	Retail stores ^{1, 2, 3} -----	906	692	178	81
	Retail stores (establishments with payroll) -----	734	596	164	81
52	Building materials, hardware, garden supply, and mobile home dealers -----	31	18	2	-
525	Hardware stores -----	8	4	1	-
52 ex. 525	Other -----	23	14	1	-
53	General merchandise group stores -----	17	12	2	4
531	Department stores (incl. leased depts.) ^{5, 6} -----	9	8	-	4
531	Department stores (excl. leased depts.) ⁵ -----	9	8	-	4
533	Venue stores -----	7	3	1	-
539	Miscellaneous general merchandise stores -----	1	1	1	-
54	Food stores ⁷ -----	66	46	4	4
541	Grocery stores -----	41	26	2	-
55 ex. 554	Automotive dealers -----	47	32	6	-
554	Gasoline service stations -----	55	43	5	-
56	Apparel and accessory stores -----	86	82	30	32
561	Men's and boys' clothing and furnishings stores -----	10	10	6	2
562, 3, 8	Women's clothing and specialty stores and lurers -----	33	32	11	14
562	Women's ready-to-wear stores -----	32	31	11	14
565	Family clothing stores -----	9	9	1	4
566	Shoe stores -----	27	25	9	10
564, 9	Other apparel and accessory stores -----	7	6	3	2
57	Furniture, home furnishings, and equipment stores -----	59	57	19	8
5712	Furniture stores -----	17	15	8	1
5713, 4, 9	Home furnishing stores -----	16	16	2	3
572, 3	Household appliance, radio, television, and music stores -----	26	26	9	4
58	Eating and drinking places -----	226	183	51	9
5812	Eating places -----	122	100	22	9
5813	Drinking places -----	104	83	29	-
591	Drug and proprietary stores -----	18	13	3	1
59 ex. 591	Miscellaneous retail stores ⁸ -----	129	110	42	23
592	Liquor stores -----	6	5	2	-
594	Miscellaneous shopping goods stores ⁹ -----	70	63	27	17
5944	Jewelry stores -----	11	10	4	4
5947	Gift, novelty, and souvenir shops -----	17	15	3	6
5949	Sewing, needlework, and piece goods stores -----	8	8	2	2
5992	Florists -----	12	8	3	1

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

(For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.)

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	LA CROSSE CBD										
	Retail stores ^{1, 2, 3}	178	189	78 032	71 241	13 494	12 550	3 227	3 000	1 801	1 708
	Retail stores (establishments with payroll) ²	164	155	74 891	89 927	13 494	12 550	3 227	3 000	1 801	1 706
52	Building materials, hardware, garden supply, and mobile home dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4, 5}	-	-	-	-	-	-	-	-	-	-
531	Department stores (excl. leased depts.) ⁴	-	-	-	-	-	-	-	-	-	-
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ax. 554	Automotive dealers	6	8	16 575	15 847	1 743	1 649	420	398	112	104
554	Gasoline service stations	5	5	2 866	2 811	112	109	24	23	17	17
56	Apparel and accessory stores	30	28	8 940	8 508	2 111	2 007	533	509	346	330
561	Men's and boys' clothing and furnishings stores	6	6	1 725	1 725	419	419	110	110	57	57
562, 3, 8	Women's clothing and specialty stores and fumers	11	10	4 257	4 061	1 098	1 049	288	275	188	178
562	Women's ready-to-wear stores	11	10	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	9	8	1 648	1 633	297	287	68	66	41	39
564, 9	Other apparel and accessory stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	19	18	12 510	12 263	2 694	2 648	655	640	216	212
5712	Furniture stores	8	7	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	9	9	8 370	8 370	1 879	1 879	464	464	140	140
58	Eating and drinking places	51	46	12 344	11 703	3 334	3 134	770	723	740	703
5812	Eating places	22	19	9 159	8 592	2 493	2 315	585	543	542	514
5813	Drinking places	29	27	3 185	3 111	841	819	185	180	198	189
591	Drug and proprietary stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ax. 591	Miscellaneous retail stores ⁷	42	41	15 551	12 962	2 656	2 176	615	502	274	245
592	Liquor stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	27	26	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	4	4	1 495	1 495	388	385	100	100	39	39
5947	Gift, novelty, and souvenir shops	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	3	3	329	329	42	42	9	(D)	7	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores ^{1 2 3} -----	81	55 732	8 114	1 885	1 163
	Retail stores (establishments with payroll) ² -----	81	55 732	8 114	1 885	1 163
53	General merchandise group stores -----	4	32 439	4 511	1 044	587
531	Department stores (incl. leased depts.) ^{4 5} -----	4	33 095	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴ -----	4	32 439	4 511	1 044	587
56	Apparel and accessory stores -----	32	11 033	1 365	297	212
562, 3, 8	Women's clothing and specialty stores and fumers -----	14	5 876	720	163	115
562	Women's ready-to-wear stores -----	14	5 876	720	163	115
565	Family clothing stores -----	4	2 169	255	45	30
566	Shoe stores -----	10	2 214	303	70	48
57	Furniture, home furnishings, and equipmsnt stores -----	8	2 296	332	75	38
572, 3	Household appliance, radio, television, and music stores -----	4	1 893	241	54	22
58	Eating and drinking places -----	9	2 396	570	131	147
5812	Eating places -----	9	2 396	570	131	147
59 ex. 591	Miscellaneous retail stores -----	23	5 300	1 020	237	131
594 5947	Miscellaneous shopping goods stores ----- Gift, novelty, and souvenir shops -----	17 6	4 046 960	636 138	149 28	96 25

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I.]

SIC code	Kind of business	Standard metropolitan statistical area	Madison		Major retail centers		
			City	Central business district	No. 1	No. 2	No. 3
	Retail stores ^{1, 2, 3} :						
	Number-----	2 824	1 642	278	100	44	75
	Sales (\$1,000)-----	1 783 865	1 065 123	87 618	(D)	(D)	(D)
	Annual payroll (\$1,000)-----	221 903	140 736	19 715	11 166	5 471	12 199
	Part employees for pay period including March 12, 1982-----	29 383	19 759	3 379	1 666	756	1 646
	Retail stores (establishments with payroll):						
	Number-----	2 183	1 352	260	100	43	74
	Sales (\$1,000)-----	1 761 572	1 056 615	86 698	86 451	42 477	98 912
54, 58, 591	Convenience goods stores:						
	Number-----	943	576	126	17	9	12
	Sales (\$1,000)-----	566 770	354 335	42 079	6 154	11 920	13 022
53, 56, 57; 594	Shopping goods stores (GAF)*:						
	Number-----	608	447	101	76	29	56
	Sales (\$1,000)-----	523 333	370 564	35 940	78 819	27 746	85 054
52, 55, 59, ex. 591, 4	All other stores:						
	Number-----	632	329	33	7	5	6
	Sales (\$1,000)-----	671 469	331 716	8 679	1 478	2 811	836
	NUMBER OF ESTABLISHMENTS						
	Retail stores ^{1, 2, 3} -----	2 824	1 642	278	100	44	75
	Retail stores (establishments with payroll) ² -----	2 183	1 352	260	100	43	74
52	Building materials, hardware, garden supply, and mobile home dealers-----	101	42	1	1	1	-
525	Hardware stores-----	36	12	-	-	1	-
52 ex. 525	Other-----	65	30	1	1	-	-
53	General merchandise group stores-----	44	28	4	5	1	5
531	Department stores (incl. leased depts.) ^{5, 6} -----	20	18	1	4	1	4
531	Department stores (excl. leased depts.) ⁵ -----	20	18	1	4	1	4
533	Variety stores-----	15	7	2	1	-	1
539	Miscellaneous general merchandise stores-----	9	3	1	-	-	-
54	Food stores ⁷ -----	241	138	18	7	4	4
541	Grocery stores-----	153	82	10	-	1	1
55 ex. 554	Automotive dealers-----	102	52	2	-	1	-
554	Gasoline service stations-----	180	89	-	-	-	-
56	Apparel and accessory stores-----	221	186	41	44	18	34
561	Men's and boys' clothing and furnishings stores-----	27	22	7	5	2	4
562, 3, 8	Women's clothing and specialty stores and fitters-----	77	66	15	14	7	14
562	Women's ready-to-wear stores-----	69	60	13	13	7	13
565	Family clothing stores-----	30	23	3	5	1	4
566	Shoe stores-----	68	62	14	17	7	12
564, 9	Other apparel and accessory stores-----	19	13	2	3	1	-
57	Furniture, home furnishings, and equipment stores-----	133	82	13	9	1	6
5712	Furniture stores-----	34	17	3	-	-	-
5713, 4, 9	Home furnishing stores-----	39	22	2	4	-	-
572, 3	Household appliance, radio, television, and music stores-----	60	43	8	5	1	6
58	Eating and drinking places-----	628	395	99	9	4	6
5812	Eating places-----	431	279	68	8	2	6
5813	Drinking places-----	197	116	31	1	2	-
591	Drug and proprietary stores-----	74	43	9	1	1	2
59 ex. 591	Miscellaneous retail stores ⁸ -----	459	297	73	24	12	17
592	Liquor stores-----	78	41	5	-	2	-
594	Miscellaneous shopping goods stores ⁹ -----	210	151	43	18	9	11
5944	Jewelry stores-----	24	21	10	5	3	2
5947	Gift, novelty, and souvenir shops-----	56	42	13	6	1	5
5949	Sewing, needlework, and piece goods stores-----	27	15	2	1	1	1
5992	Florists-----	33	18	-	2	-	1

¹For all establishments, including those without payroll.

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⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

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⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
	MADISON CBD										
	Retail stores ^{1, 2, 3}	278	263	87 818	83 676	19 715	18 543	5 024	4 687	3 379	3 126
	Retail stores (establishments with payroll) ⁴	260	246	86 698	82 830	19 715	18 543	5 024	4 687	3 379	3 126
52	Building materials, hardware, garden supply, and mobile home dealers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-	-	-	-	-	-
52 ex. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	4	4	2 622	2 622	476	476	114	114	86	86
531	Department stores (incl. leased depts.) ⁵	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	18	16	4 924	4 875	778	762	167	182	135	128
541	Grocery stores	10	9	4 288	4 265	618	612	134	131	101	97
55 ex. 554	Automotive dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	-	-	-	-	-	-	-	-	-	-
56	Apparel and accessory stores	41	40	12 067	11 830	2 995	2 961	868	857	350	341
561	Men's and boys' clothing and furnishings stores	7	7	3 505	3 479	707	705	159	158	70	69
562, 3, 8	Women's clothing and specialty stores and fumers	15	14	5 426	5 215	1 744	1 712	570	560	203	195
562	Women's ready-to-wear stores	13	12	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	14	14	2 347	2 347	443	443	110	110	58	58
564, 9	Other apparel and accessory stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	13	13	5 623	5 592	1 004	1 002	227	226	87	86
5712	Furniture stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	8	8	4 491	4 460	835	833	187	186	73	72
58	Eating and drinking places	99	92	30 968	28 692	9 212	8 297	2 300	2 030	2 096	1 894
5812	Eating places	68	63	23 716	21 709	7 418	6 570	1 842	1 594	1 647	1 473
5813	Drinking places	31	29	7 252	6 983	1 794	1 727	458	436	449	421
591	Drug and proprietary stores	9	9	6 187	6 065	884	863	224	219	98	95
59 ex. 591	Miscellaneous retail stores ⁷	73	69	22 756	21 622	4 019	3 840	1 033	991	502	472
592	Liquor stores	5	4	1 942	1 567	221	174	53	42	45	36
594	Miscellaneous shopping goods stores ⁸	43	41	15 628	15 056	2 737	2 666	705	693	335	323
5944	Jewelry stores	10	9	6 324	6 099	1 199	1 168	340	334	115	108
5947	Gift, novelty, and souvenir shops	13	12	1 912	1 822	284	272	68	65	56	53
5949	Sewing, needlework, and piece goods stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	-	-	-	-	-	-	-	-	-	-

¹For all establishments, including those without payroll.

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⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which date are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1 2 3} -----	100	(D)	11 166	2 708	1 668
	Retail stores (establishments with payroll) ² -----	100	86 451	11 166	2 708	1 668
53	General merchandise group stores-----	5	48 344	5 983	1 463	850
531	Department stores (incl. leased depts.) ^{4 5} -----	4	49 155	(NA)	(NA)	(NA)
58	Apparel and accessory stores-----	44	17 888	2 062	496	322
561	Men's and boys' clothing and furnishings stores-----	5	2 494	424	109	51
562, 3, 8	Women's clothing and specialty stores and furnishings-----	14	7 004	735	184	147
565	Family clothing stores-----	5	3 515	271	54	41
566	Shoe stores-----	17	4 473	569	134	71
564, 9	Other apparel and accessory stores-----	3	402	63	15	12
57	Furniture, home furnishings, and equipment stores-----	9	3 532	538	144	76
5713, 4, 9	Home furnishing stores-----	4	1 105	222	50	43
572, 3	Household appliance, radio, television, and music stores-----	5	2 427	316	94	33
58	Eating and drinking places-----	9	3 547	759	176	154
59 ex. 591	Miscellaneous retail stores-----	24	10 211	1 446	334	194
594	Miscellaneous shopping goods stores-----	18	9 055	1 210	279	155
5944	Jewelry stores-----	5	3 597	532	135	46
5947	Gift, novelty, and souvenir shops-----	6	1 823	258	57	37
MRC NO. 2						
	Retail stores ^{1 2 3} -----	44	(D)	5 471	1 309	756
	Retail stores (establishments with payroll) ² -----	43	42 477	5 471	1 309	756
58	Apparel and accessory stores-----	18	7 633	1 160	268	149
562, 3, 8	Women's clothing and specialty stores and furnishings-----	7	4 401	530	129	81
562	Women's ready-to-wear stores-----	7	4 401	530	129	81
566	Shoe stores-----	7	1 361	250	61	33
58	Eating and drinking places-----	4	2 324	781	195	127
59 ex. 591	Miscellaneous retail stores-----	12	5 091	689	150	108
594	Miscellaneous shopping goods stores-----	9	(D)	(D)	(D)	(D)
5944	Jewelry stores-----	3	1 512	266	63	31
MRC NO. 3						
	Retail stores ^{1 2 3} -----	75	(D)	12 199	2 628	1 646
	Retail stores (establishments with payroll) ² -----	74	98 912	12 199	2 628	1 646
53	General merchandise group stores-----	5	57 165	6 723	1 550	990
531	Department stores (incl. leased depts.) ^{4 5} -----	4	57 977	(NA)	(NA)	(NA)
58	Apparel and accessory stores-----	34	18 551	2 215	511	319
561	Men's and boys' clothing and furnishings stores-----	4	1 741	245	66	33
562, 3, 8	Women's clothing and specialty stores and furnishings-----	14	6 472	723	159	121
565	Family clothing stores-----	4	5 673	640	152	78
566	Shoe stores-----	12	4 665	607	134	87
57	Furniture, home furnishings, and equipment stores-----	6	3 814	488	132	45
572, 3	Household appliance, radio, television, and music stores-----	6	3 814	488	132	45
58	Eating and drinking places-----	6	3 674	956	151	139
5812	Eating places-----	6	3 674	956	151	139
59 ex. 591	Miscellaneous retail stores-----	17	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	11	5 524	765	182	90
5947	Gift, novelty, and souvenir shops-----	5	1 472	190	46	39

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5983.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Milwaukee		Waukesha		Major retail centers		
			City	Central business district	City	Central business district	No. 1	No. 2	No. 3
	Retail stores ^{1 2 3} :								
	Number	10 581	4 473	383	482	106	88	112	94
	Sales (\$1,000)	6 483 257	2 490 938	198 920	335 282	50 839	(D)	(D)	61 973
	Annual payroll (\$1,000)	783 052	322 312	35 724	35 159	8 472	12 354	13 996	10 213
	Part-time employees for pay period including March 12, 1982	98 165	40 920	4 299	4 181	821	1 577	1 729	1 121
	Retail stores (establishments with payroll) ² :								
	Number	7 811	3 302	351	338	92	86	108	79
	Sales (\$1,000)	6 367 790	2 441 277	197 049	331 507	50 166	97 044	103 776	61 316
54, 58, 591	Convenience goods stores:								
	Number	3 418	1 668	132	136	34	18	33	22
	Sales (\$1,000)	2 331 887	1 031 065	55 096	99 443	13 547	24 633	37 151	22 469
53, 56, 57; 594	Shopping goods stores (GAF) ⁴ :								
	Number	1 950	776	162	88	40	52	59	42
	Sales (\$1,000)	1 598 966	622 795	124 792	63 267	15 234	62 279	47 806	32 480
52, 55, 59, 5X, 591, 4	All other stores:								
	Number	2 243	858	57	114	18	16	16	15
	Sales (\$1,000)	2 436 937	787 417	17 161	168 797	21 385	10 132	18 819	6 367
	NUMBER OF ESTABLISHMENTS								
	Retail stores ^{1 2 3}	10 581	4 473	383	482	106	88	112	94
	Retail stores (establishments with payroll) ²	7 811	3 302	351	338	92	86	108	79
52	Building materials, hardware, garden supply, and mobile home dealers	351	105	2	18	4	3	2	8
525	Hardware stores	125	45	2	3	1	-	1	3
52 ex. 525	Other	226	60	-	15	3	3	1	5
53	General merchandise group stores	127	44	4	8	4	3	4	4
531	Department stores (incl. leased depts.) ^{5 6}	61	23	2	4	1	3	3	3
531	Department stores (excl. leased depts.) ⁵	61	23	2	4	1	3	3	3
533	Vanity stores	38	18	2	2	1	-	1	1
539	Miscellaneous general merchandise stores	28	3	-	2	2	-	-	-
54	Food stores ⁷	735	349	17	24	3	5	7	9
541	Grocery stores	462	230	2	15	1	2	2	3
55 sx. 554	Automotive dealers	360	128	3	23	2	2	4	-
554	Gasoline service stations	664	254	5	32	2	4	4	1
56	Apparel and accessory stores	631	276	74	23	9	27	31	15
561	Men's and boys' clothing and furnishings stores	79	39	12	2	1	3	2	3
562, 3, 8	Women's clothing and specialty stores and furriers	229	94	26	9	3	13	10	7
562	Women's ready-to-wear stores	194	75	23	7	3	12	8	5
565	Family clothing stores	73	29	10	4	2	2	4	1
566	Shoe stores	197	91	22	7	2	7	14	3
564, 9	Other apparel and accessory stores	53	23	4	1	1	2	1	1
57	Furniture, home furnishings, and equipment stores	567	229	18	27	16	6	10	10
5712	Furniture stores	139	62	7	5	3	1	2	5
5713, 4, 9	Home furnishing stores	146	54	5	2	1	1	1	2
572, 3	Household appliance, radio, television, and music stores	282	113	6	20	12	4	7	3
58	Eating and drinking places	2 394	1 195	105	99	27	10	24	11
5812	Eating places	1 526	715	81	64	16	10	23	8
5813	Drinking places	868	480	24	35	11	-	1	3
591	Drug and proprietary stores	289	124	10	13	4	3	2	2
59 ex. 591	Miscellaneous retail stores ⁸	1 493	598	113	71	21	23	20	19
592	Liquor stores	246	107	6	10	1	1	1	1
594	Miscellaneous shopping goods stores ⁹	625	227	66	30	11	16	14	13
5944	Jewelry stores	144	50	21	4	3	3	6	4
5947	Gift, novelty, and souvenir shops	136	51	17	7	2	2	3	3
5949	Sewing, needlework, and piece goods stores	54	15	3	4	1	3	2	2
5992	Florists	111	48	5	5	2	1	2	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Major retail centers—Con.						
		No. 4	No. 5	No. 8	No. 7	No. 9	No. 10	No. 15
	Retail stores ^{1, 2, 3} :							
	Number	145	98	34	171	104	66	79
	Sales (\$1,000)	178 001	(D)	72 302	26 859	13 817	137 785	117 716
	Annual payroll (\$1,000)	22 979	15 816	7 048			13 574	15 715
	Paid employees for pay period including March 12, 1982	3 281	2 035	916	3 768	2 093	1 604	2 077
	Retail stores (establishments with payroll):							
	Number	142	97	34	169	102	66	74
	Sales (\$1,000)	177 931	124 246	72 302	208 798	102 578	137 785	117 299
54, 58, 591	Convenience goods stores:							
	Number	30	31	11	32	22	23	12
	Sales (\$1,000)	19 044	34 284	11 916	30 041	9 441	(D)	7 133
53, 56, 57; 594	Shopping goods stores (GAF): ⁴							
	Number	93	48	15	116	68	25	54
	Sales (\$1,000)	150 085	54 215	34 805	154 353	88 195	43 704	104 897
52, 55, 59, ex. 591, 4	All other stores:							
	Number	19	18	8	21	12	18	8
	Sales (\$1,000)	8 802	35 747	25 581	24 404	4 942	(D)	5 269
	NUMBER OF ESTABLISHMENTS							
	Retail stores ^{1, 2, 3}	145	98	34	171	104	66	79
	Retail stores (establishments with payroll) ²	142	97	34	169	102	66	74
52	Building materials, hardware, garden supply, and mobile home dealers	2	2	1	3	1	4	1
525	Hardware stores	-	1	-	-	-	2	-
52 ex. 525	Other	2	1	1	3	1	2	1
53	General merchandise group stores	6	5	3	6	3	2	4
531	Department stores (incl. leased depts.) ^{5, 6}	5	3	2	5	2	2	3
531	Department stores (excl. leased depts.) ⁵	5	3	2	5	2	2	3
533	Variety stores	1	2	1	1	-	-	1
539	Miscellaneous general merchandise stores	-	-	-	-	1	-	-
54	Food stores ⁷	11	5	3	10	8	5	5
541	Grocery stores	1	2	1	1	-	3	-
55 ex. 554	Automotive dealers	2	6	2	3	-	6	-
554	Gasoline service stations	2	4	2	1	-	3	2
56	Apparel and accessory stores	51	19	3	65	38	5	31
561	Men's and boys' clothing and furnishings stores	6	4	-	7	4	1	3
562, 3, 8	Women's clothing and specialty stores and furriers	18	5	1	23	15	1	13
562	Women's ready-to-wear stores	16	5	1	20	13	1	12
565	Family clothing stores	4	1	1	8	4	-	4
566	Shoe stores	17	8	1	24	12	3	10
564, 9	Other apparel and accessory stores	6	1	-	3	3	-	1
57	Furniture, home furnishings, and equipment stores	11	9	4	17	7	12	7
5712	Furniture stores	3	1	1	4	-	1	1
5713, 4, 9	Home furnishing stores	3	1	-	4	3	2	2
572, 3	Household appliance, radio, television, and music stores	5	7	3	9	4	9	4
58	Eating and drinking places	17	23	7	20	11	17	6
5812	Eating places	17	21	7	20	11	16	6
5813	Drinking places	-	2	-	-	-	1	-
591	Drug and proprietary stores	2	3	1	2	3	1	1
59 ex. 591	Miscellaneous retail stores ⁸	38	21	8	42	31	11	17
592	Liquor stores	2	1	1	1	-	-	-
594	Miscellaneous shopping goods stores ⁹	25	15	5	28	20	6	12
5944	Jewelry stores	8	8	1	8	5	1	3
5947	Gift, novelty, and souvenir shops	6	2	1	5	11	1	5
5949	Sewing, needlework, and piece goods stores	1	2	1	5	-	2	-
5992	Florists	1	-	-	1	1	1	1

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include date not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
MILWAUKEE CBD											
	Retail stores ^{1, 2, 3}	383	381	198 920	192 861	35 724	34 749	8 538	8 269	4 299	4 152
	Retail stores (establishments with payroll) ²	351	350	197 049	191 027	35 724	34 749	8 538	8 269	4 299	4 152
52	Building materials, hardware, garden supply, and mobile home dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	-	-	-	-	-	-	-	-	-	-
53	General merchandise group stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4, 5}	2	2	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Venetian stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-	-	-	-
54	Food stores ⁶	17	17	10 178	9 725	1 337	1 283	288	276	139	132
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	3	3	3 042	3 038	510	509	122	122	20	20
554	Gasoline service stations	5	5	960	960	182	182	49	49	16	16
56	Apparel and accessory stores	74	74	29 873	29 739	5 348	5 336	1 215	1 211	506	504
561	Men's and boys' clothing and furnishings stores	12	12	7 857	7 759	1 625	1 614	393	389	112	110
562, 3, 8	Women's clothing and specialty stores and furriers	28	26	11 091	11 055	1 929	1 928	448	448	211	211
562	Women's ready-to-wear stores	23	23	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	10	10	5 373	5 373	774	774	175	175	88	88
566	Shoe stores	22	22	5 088	5 088	912	912	177	177	82	82
564, 9	Other apparel and accessory stores	4	4	464	464	108	108	22	22	13	13
57	Furniture, home furnishings, and equipment stores	18	18	20 863	20 883	3 415	3 415	819	819	266	266
5712	Furniture stores	7	7	5 113	5 113	982	982	211	211	71	71
5713, 4, 9	Home furnishing stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	6	6	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	105	105	35 971	35 473	10 808	10 662	2 458	2 412	1 630	1 606
5812	Eating places	81	81	29 860	29 362	9 344	9 200	2 075	2 029	1 399	1 375
5813	Drinking places	24	24	6 111	6 111	1 462	1 462	383	383	231	231
591	Drug and proprietary stores	10	10	8 947	8 813	1 105	1 084	267	261	134	130
59 ex. 591	Miscellaneous retail stores ⁷	113	112	30 861	30 857	5 699	5 697	1 315	1 314	538	537
592	Liquor stores	6	6	1 838	1 838	203	203	77	77	33	33
594	Miscellaneous shopping goods stores ⁸	66	65	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	21	21	11 776	11 776	2 016	2 016	451	451	138	138
5947	Gift, novelty, and souvenir shops	17	17	2 166	2 166	413	413	80	80	65	65
5949	Sewing, needlework, and piece goods stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	5	5	1 057	1 054	222	221	55	55	24	24

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
WAUKESHA CBD											
	Retail stores ^{1, 2, 3}	106	104	50 839	48 990	8 472	8 190	1 589	1 494	821	799
	Retail stores (establishments with payroll) ⁴	92	90	50 166	48 326	8 472	6 190	1 569	1 494	821	799
52	Building materials, hardware, garden supply, and mobile home dealers	4	4	2 322	2 066	483	422	115	98	35	34
525	Hardware stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	4	4	5 483	5 483	662	682	176	176	87	87
531	Department stores (incl. leased depts.) ⁵	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁶	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁷	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	9	9	2 895	2 798	487	458	154	149	81	77
561	Men's and boys' clothing and furnishings stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores end furriers	3	3	625	625	117	117	33	33	28	28
562	Women's ready-to-wear stores	3	3	625	625	117	117	33	33	28	28
565	Family clothing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores ⁸	18	15	4 578	4 503	874	860	155	152	79	78
5712	Furniture stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	12	11	3 769	3 694	784	770	137	134	64	63
58	Eating and drinking places	27	26	4 717	4 564	1 249	1 202	306	296	263	252
5812	Eating places	16	15	3 360	3 207	959	912	243	233	212	201
5813	Drinking places	11	11	1 357	1 357	290	290	63	63	51	51
591	Drug and proprietary stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷	21	21	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
592	Liquor stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁶	11	11	2 278	2 276	454	452	96	96	58	58
5944	Jewelry stores	3	3	897	897	283	283	53	53	25	25
5947	Gift, novelty, and souvenir shops	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1 2 3}	88	(D)	12 354	2 951	1 577
	Retail stores (establishments with payroll) ²	86	97 044	12 354	2 951	1 577
52	Building materials, hardware, garden supply, and mobile home dealers	3	682	116	27	15
52 ex. 525	Other	3	682	116	27	15
53	General merchandise group stores	3	36 317	3 922	917	534
531	Department stores (excl. leased depts.) ⁴	3	36 317	3 922	917	534
554	Gasoline service stations	4	5 705	507	119	31
56	Apparel and accessory stores	27	16 491	2 496	621	321
561	Men's and boys' clothing and furnishings stores	3	3 640	522	138	46
562, 3, 8	Women's clothing and specialty stores and furriers	13	9 329	1 517	376	197
566	Shoe stores	7	1 873	281	71	44
57	Furniture, home furnishings, and equipment stores	6	3 658	424	91	61
58	Eating and drinking places	10	3 797	1 114	272	218
5812	Eating places	10	3 797	1 114	272	218
59 ex. 591	Miscellaneous retail stores	23	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	16	5 813	854	187	150
5944	Jewelry stores	3	972	212	47	21
MRC NO. 2						
	Retail stores ^{1 2 3}	112	(D)	13 996	3 216	1 729
	Retail stores (establishments with payroll) ²	108	103 776	13 996	3 216	1 729
53	General merchandise group stores	4	27 146	4 034	973	617
531	Department stores (incl. leased depts.) ^{4 6}	3	26 192	(NA)	(NA)	(NA)
55 ex. 554	Automotive dealers	4	10 828	1 214	272	74
554	Gasoline service stations	4	3 666	126	33	11
56	Apparel and accessory stores	31	10 756	1 703	395	260
562, 3, 8	Women's clothing and specialty stores and furriers	10	4 151	581	129	95
565	Family clothing stores	4	1 344	277	53	42
566	Shoe stores	14	3 961	635	161	93
57	Furniture, home furnishings, and equipment stores	10	6 335	912	218	81
572, 3	Household appliance, radio, television, and music stores	7	4 634	583	136	55
58	Eating and drinking places	24	7 181	1 850	417	352
59 ex. 591	Miscellaneous retail stores	20	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	14	3 569	772	156	74
5944	Jewelry stores	6	1 439	275	40	20
5947	Gift, novelty, and souvenir shops	3	695	230	61	23
MRC NO. 3						
	Retail stores ^{1 2 3}	94	61 973	10 213	2 258	1 121
	Retail stores (establishments with payroll) ²	79	61 316	10 213	2 258	1 121
52	Building materials, hardware, garden supply, and mobile home dealers	8	5 167	555	121	61
53	General merchandise group stores	4	16 196	3 257	801	401
531	Department stores (incl. leased depts.) ^{4 6}	3	16 783	(NA)	(NA)	(NA)
54	Food stores	9	16 471	1 755	433	152
541	Grocery stores	3	13 482	1 474	370	111
56	Apparel and accessory stores	15	4 358	752	152	113
562, 3, 8	Women's clothing and specialty stores and furriers	7	2 547	514	97	84
566	Shoe stores	3	754	108	28	14
57	Furniture, home furnishings, and equipment stores	10	9 615	2 211	346	110
5712	Furniture stores	5	7 315	1 972	289	92
58	Eating and drinking places	11	(D)	(D)	(D)	(D)
5812	Eating places	8	3 973	878	201	168
59 ex. 591	Miscellaneous retail stores	19	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	13	2 311	370	100	57
5944	Jewelry stores	4	812	181	55	21

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 4						
	Retail stores^{1 2 3}	145	178 001	22 979	5 390	3 281
	Retail stores (establishments with payroll)²	142	177 931	22 979	5 390	3 281
53	General merchandise group stores	6	104 911	12 769	3 023	1 766
531	Department stores (incl. leased depts.) ^{4 5}	5	106 960	(NA)	(NA)	(NA)
58	Apparel and accessory stores	51	25 960	3 033	711	503
561	Men's and boys' clothing and furnishings stores	6	3 497	388	91	54
562, 3, 8	Women's clothing and specialty stores and furriers	18	10 719	1 219	291	220
565	Family clothing stores	4	4 081	286	67	45
566	Shoe stores	17	6 497	952	217	139
564, 9	Other apparel and accessory stores	6	1 166	188	45	45
57	Furniture, home furnishings, and equipment stores	11	5 596	630	133	66
5712	Furniture stores	3	1 523	157	27	18
5713, 4, 9	Home furnishing stores	3	745	170	40	18
572, 3	Household appliance, radio, television, and music stores	5	3 328	303	66	30
58	Eating and drinking places	17	9 678	2 341	481	468
5812	Eating places	17	9 678	2 341	481	468
59 ex. 591	Miscellaneous retail stores	38	17 448	2 356	577	328
594	Miscellaneous shopping goods stores	25	13 618	1 638	417	243
5944	Jewelry stores	8	4 789	697	185	79
5947	Gift, novelty, and souvenir shops	6	2 410	306	72	68
MRC NO. 5						
	Retail stores^{1 2 3}	98	(D)	15 616	3 743	2 035
	Retail stores (establishments with payroll)²	97	124 246	15 616	3 743	2 035
54	Food stores	5	19 369	1 829	520	189
55 ex. 554	Automotive dealers	6	27 526	2 582	573	145
554	Gasoline service stations	4	3 538	221	77	44
56	Apparel and accessory stores	19	7 716	1 152	284	150
562, 3, 8	Women's clothing and specialty stores and furriers	5	2 599	334	85	51
562	Women's ready-to-wear stores	5	2 599	334	85	51
566	Shoe stores	8	2 797	435	98	50
57	Furniture, home furnishings, and equipment stores	9	3 360	523	140	41
58	Eating and drinking places	23	10 062	2 882	670	500
591	Drug and proprietary stores	3	4 853	534	104	68
59 ex. 591	Miscellaneous retail stores	21	15 247	2 314	532	296
594	Miscellaneous shopping goods stores	15	(D)	(D)	(D)	(D)
5944	Jewelry stores	8	6 302	873	184	108
MRC NO. 6						
	Retail stores^{1 2 3}	34	72 302	7 048	1 629	916
	Retail stores (establishments with payroll)²	34	72 302	7 048	1 629	916
56	Apparel and accessory stores	3	1 031	122	32	24
58	Eating and drinking places	7	4 401	936	207	217
5812	Eating places	7	4 401	936	207	217
59 ex. 591	Miscellaneous retail stores	8	2 475	290	94	75

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 7						
	Retail stores ^{1 2 3}	171	(D)	26 858	6 296	3 768
	Retail stores (establishments with payroll) ²	169	208 798	26 858	6 296	3 768
53	General merchandise group stores	6	96 430	11 189	2 605	1 477
531	Department stores (incl. leased depts.) ^{4 5}	5	96 715	(NA)	(NA)	(NA)
54	Food stores	10	13 052	1 459	356	119
56	Apparel and accessory stores	65	29 276	3 798	907	543
562, 3, 8	Women's clothing and specialty stores and furners	23	12 970	1 727	433	252
562	Women's ready-to-wear stores	20	12 441	1 630	411	237
565	Family clothing stores	8	4 858	403	85	59
566	Shoe stores	24	7 251	1 038	238	144
57	Furniture, home furnishings, and equipment stores	17	8 729	928	216	92
5712	Furniture stores	4	2 559	276	58	28
5713, 4, 9	Home furnishing stores	4	1 111	183	43	21
572, 3	Household appliance, radio, television, and music stores	9	5 059	469	115	43
59 ex. 591	Miscellaneous retail stores	42	24 043	3 025	734	442
594	Miscellaneous shopping goods stores	28	19 918	2 386	572	366
5944	Jewelry stores	8	4 733	786	204	95
5947	Gift, novelty, and souvenir shops	8	2 152	307	71	62
5949	Sewing, needlework, and piece goods stores	5	2 752	373	91	74
MRC NO. 9						
	Retail stores ^{1 2 3}	104	(D)	13 817	3 340	2 093
	Retail stores (establishments with payroll) ²	102	102 578	13 817	3 340	2 093
56	Apparel and accessory stores	38	19 361	2 649	669	404
561	Men's and boys' clothing and furnishings stores	4	3 828	612	162	63
562, 3, 8	Women's clothing and specialty stores and furners	15	8 567	1 064	294	209
565	Family clothing stores	4	1 639	160	36	26
566	Shoe stores	12	3 715	564	133	71
564, 9	Other apparel and accessory stores	3	1 612	249	54	35
57	Furniture, home furnishings, and equipment stores	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	4	3 261	651	166	57
58	Eating and drinking places	11	4 392	1 083	256	264
5812	Eating places	11	4 392	1 083	256	264
59 ex. 591	Miscellaneous retail stores	31	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	20	11 205	1 446	331	203
5944	Jewelry stores	5	3 494	533	115	46
5947	Gift, novelty, and souvenir shops	11	2 432	347	80	74
MRC NO. 10						
	Retail stores ^{1 2 3}	66	137 785	13 574	3 131	1 604
	Retail stores (establishments with payroll) ²	66	137 785	13 574	3 131	1 604
52	Building materials, hardware, garden supply, and mobile home dealers	4	5 118	607	141	54
54	Food stores	5	35 507	2 626	646	178
55 ex. 554	Automotive dealers	6	34 698	2 930	668	151
56	Apparel and accessory stores	5	2 219	301	76	34
57	Furniture, home furnishings, and equipment stores	12	5 799	855	196	71
572, 3	Household appliance, radio, television, and music stores	9	4 353	630	146	46
58	Eating and drinking places	17	10 659	2 448	553	561
59 ex. 591	Miscellaneous retail stores	11	6 510	1 064	251	139
594	Miscellaneous shopping goods stores	6	4 074	530	119	87

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 15					
	Retail stores ^{1 2 3} -----	79	117 718	15 715	3 738	2 077
	Retail stores (available mania with payroll) ² -----	74	117 299	15 715	3 738	2 077
53	General merchandise group stores-----	4	78 508	10 202	2 434	1 255
531	Department stores (incl. leased depts.) ^{4 5} -----	3	78 047	(NA)	(NA)	(NA)
54	Food stores-----	5	1 240	183	42	31
56	Apparel and accessory stores-----	31	17 963	2 192	484	311
562, 3, 8	Women's clothing and specialty stores and fumars-----	13	8 727	840	168	121
565	Family clothing stores-----	4	5 464	575	135	75
566	Shoe stores-----	10	2 888	392	88	57
57	Furniture, home furnishings, and equipment stores-----	7	3 103	426	113	47
572, 3	Household appliance, radio, television, and music stores-----	4	2 235	279	73	29
59 ex. 591	Miscellaneous retail stores-----	17	8 381	910	210	134
594	Miscellaneous shopping goods stores-----	12	5 325	877	158	113
5944	Jewelry stores-----	3	1 692	248	53	22
5947	Gift, novelty, and souvenir shops-----	5	1 215	172	41	29

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Racine		Major retail centers	
			City	Central business district	No. 1	No. 2
	Retail stores ^{1 2 3} :					
	Number	1 417	800	88	34	75
	Sales (\$1,000)	736 356	442 537	30 517	(D)	(D)
	Annual payroll (\$1,000)	86 421	56 292	5 027	5 077	9 674
	Paid employees for pay period including March 12, 1982	11 496	7 519	553	688	1 525
	Retail stores (establishments with payroll) ² :					
	Number	1 039	626	73	33	74
	Sales (\$1,000)	721 048	436 227	30 195	53 614	75 334
54, 58, 591	Convenience goods stores:					
	Number	462	272	21	11	13
	Sales (\$1,000)	270 064	(D)	5 119	28 455	4 711
53, 56, 57; 594	Shopping goods stores (GAF) ⁴ 5:					
	Number	270	195	37	16	56
	Sales (\$1,000)	169 628	(D)	13 220	20 042	69 889
52, 55, 59, ex. 591, 4	All other stores:					
	Number	307	159	15	6	5
	Sales (\$1,000)	281 356	116 874	11 856	5 117	734
	NUMBER OF ESTABLISHMENTS					
	Retail stores ^{1 2 3}	1 417	800	88	34	75
	Retail stores (establishments with payroll) ²	1 039	626	73	33	74
52	Building materials, hardware, garden supply, and mobile home dealers	44	22	2	-	-
525	Hardware stores	16	6	-	-	-
52 ex. 525	Other	28	16	2	-	-
53	General merchandise group stores	23	14	-	2	5
531	Department stores (incl. leased depts) ⁶	10	9	-	2	5
531	Department stores (excl. leased depts) ⁶	10	9	-	2	5
533	Variety stores	5	3	-	-	-
539	Miscellaneous general merchandise stores	8	2	-	-	-
54	Food stores ⁷	121	80	4	3	6
541	Grocery stores	80	53	2	3	-
55 ex. 554	Automotive dealers	74	30	3	2	-
554	Gasoline service stations	83	43	1	3	-
56	Apparel and accessory stores	90	71	13	6	33
561	Men's and boys' clothing and furnishings stores	11	9	5	-	3
562, 3, 8	Women's clothing and specialty stores and fumers	34	25	5	2	13
562	Women's ready-to-wear stores	30	22	4	2	12
565	Family clothing stores	8	7	-	1	6
566	Shoe stores	29	25	2	3	11
564, 9	Other apparel and accessory stores	8	5	1	-	-
57	Furniture, home furnishings, and equipment stores	77	49	6	4	4
5712	Furniture stores	16	5	1	-	-
5713, 4, 9	Home furnishing stores	24	15	2	1	1
572, 3	Household appliance, radio, television, and music stores	37	29	3	3	3
56	Eating and drinking places	309	174	13	7	6
5612	Eating places	192	107	8	6	6
5613	Drinking places	117	67	5	1	-
591	Drug and proprietary stores	32	18	4	1	1
59 ex. 591	Miscellaneous retail stores ⁸	186	125	27	5	19
592	Liquor stores	28	16	-	-	-
594	Miscellaneous shopping goods stores ⁹	80	61	18	4	14
5944	Jewelry stores	18	16	6	-	5
5947	Gift, novelty, and souvenir shops	18	11	3	1	5
5949	Sewing, needlework, and piece goods stores	8	7	2	1	1
5992	Florists	13	10	3	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

(For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 end 1982, see appendix H. For description of CBD boundaries, see appendix I.)

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
RACINE CBD											
	Retail stores^{1, 2, 3}	88	88	30 517	30 487	5 027	5 017	1 209	1 208	553	550
	Retail stores (establishments with payroll)²	73	73	30 195	30 145	5 027	5 017	1 209	1 206	553	550
52	Building materials, hardware, garden supply, and mobile home dealers	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-	-	-	-	-	-
52 ex. 525	Other	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	General merchandise group stores	-	-	-	-	-	-	-	-	-	-
531	Department stores (incl. leased depts.) ^{4, 5}	-	-	-	-	-	-	-	-	-	-
531	Department stores (excl. leased depts.) ⁴	-	*	-	-	-	-	-	-	-	-
533	Variety stores	-	-	-	-	-	-	-	-	-	-
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-	-	-	-
54	Food atores⁶	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	13	13	4 202	4 201	799	797	175	173	87	87
561	Men's and boys' clothing and furnishings stores	5	5	1 749	1 749	455	455	82	82	31	31
562, 3, 8	Women's clothing and specialty stores and furniers	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	-	-	-	-	-	-	-	-	-	-
566	Shoe stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	6	6	5 471	5 471	1 210	1 210	316	316	115	115
5712	Furniture stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	13	13	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5812	Eating places	8	8	1 481	1 480	425	423	109	108	77	75
5813	Drinking places	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	4	4	2 560	2 560	317	317	81	81	32	32
59 ex. 591	Miscellaneous retail stores⁷	27	27	4 725	4 678	869	864	200	200	127	127
592	Liquor stores	-	-	-	-	-	-	-	-	-	-
594	Miscellaneous shopping goods stores ⁸	18	18	3 547	3 547	617	617	141	141	89	89
5944	Jewelry stores	6	6	1 386	1 386	262	262	42	42	21	21
5947	Gift, novelty, and souvenir shops	3	3	430	430	90	90	21	21	17	17
5949	Sewing, needlework, and piece goods stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5993.

⁴Includes sales of catalogular desks located in department stores.

⁵Includes data for leased departments located within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1 2 3} -----	34	(D)	5 077	1 111	688
	Retail stores (establishments with payroll) ² -----	33	53 614	5 077	1 111	888
554	Gasoline service stations -----	3	3 835	164	38	29
56	Apparel and accessory stores -----	6	2 767	313	84	100
566	Shoe stores -----	3	647	70	17	16
57	Furniture, home furnishings, and equipment stores -----	4	1 060	131	28	11
58	Eating and drinking places -----	7	2 122	506	138	141
59 ex. 591	Miscellaneous retail stores -----	5	1 381	259	64	47
MRC NO. 2						
	Retail stores ^{1 2 3} -----	75	(D)	9 674	2 312	1 525
	Retail stores (establishments with payroll) ² -----	74	75 334	9 674	2 312	1 525
53	General merchandise group stores -----	5	51 515	6 382	1 541	940
531	Department stores (incl. leased depts.) ^{4 6} -----	5	52 533	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴ -----	5	51 515	6 382	1 541	940
56	Apparel and accessory stores -----	33	12 425	1 463	340	252
561	Men's and boys' clothing and furnishings stores -----	3	1 203	156	37	22
562, 3, 8	Women's clothing and specialty stores and lurers -----	13	5 048	618	136	128
565	Family clothing stores -----	6	3 005	246	53	48
566	Shoe stores -----	11	3 169	443	114	56
57	Furniture, home furnishings, and equipment stores -----	4	1 360	130	28	22
58	Eating and drinking places -----	6	2 332	583	136	156
5812	Eating places -----	6	2 332	563	136	156
59 ax. 591	Miscellaneous retail stores -----	19	5 323	810	183	102
594	Miscellaneous shopping goods stores -----	14	4 589	638	142	81
5944	Jewelry stores -----	5	2 009	346	83	28
5947	Gift, novelty, and souvenir shops -----	5	967	133	22	17

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I.]

SIC code	Kind of business	Standard metropolitan statistical area	Sheboygan		Major retail center No. 1
			City	Central business district	
	Retail stores ^{1, 2, 3} :				
	Number-----	812	451	72	37
	Sales (\$1,000)-----	385 038	262 418	42 411	51 914
	Annual payroll (\$1,000)-----	47 452	34 710	7 315	6 655
	Paid employees for pay period including March 12, 1982-----	6 486	4 556	1 068	873
	Retail stores (establishments with payroll) ² :				
	Number-----	546	333	64	37
	Sales (\$1,000)-----	375 351	258 102	41 918	51 914
54, 58, 591	Convenience goods stores:				
	Number-----	259	159	26	9
	Sales (\$1,000)-----	141 317	98 884	12 366	14 893
53, 56, 57; 594	Shopping goods stores (GAR) ⁴ :				
	Number-----	123	86	31	25
	Sales (\$1,000)-----	(D)	75 356	20 380	(D)
52, 55, 59, ax. 591, 4	All other stores:				
	Number-----	164	88	7	3
	Sales (\$1,000)-----	(D)	83 862	9 150	(D)
	NUMBER OF ESTABLISHMENTS				
	Retail stores ^{1, 2, 3} -----	812	451	72	37
	Retail stores (establishments with payroll) ² -----	546	333	64	37
52	Building materials, hardware, garden supply, and mobile home dealers-----	33	12	1	-
525	Hardware stores-----	10	4	1	-
52 ex. 525	Other-----	23	8	-	-
53	General merchandise group stores-----	14	8	1	3
531	Department stores (incl. leased depts.) ^{5, 6} -----	5	5	1	3
531	Department stores (excl. leased depts.) ⁵ -----	5	5	1	3
533	Variety stores-----	5	3	-	-
539	Miscellaneous general merchandise stores-----	4	-	-	-
54	Food stores ⁷ -----	58	30	6	3
541	Grocery stores-----	35	17	2	2
55 ex. 554	Automotive dealers-----	37	20	2	1
554	Gasoline service stations-----	49	29	2	-
56	Apparel and accessory stores-----	38	33	12	13
561	Men's and boys' clothing and furnishings stores-----	7	7	3	4
562, 3, 8	Women's clothing and specialty stores and furs-----	13	12	4	6
562	Women's ready-to-wear stores-----	13	12	4	6
565	Family clothing stores-----	2	2	1	-
566	Shoe stores-----	15	11	3	3
564, 9	Other apparel and accessory stores-----	1	1	1	-
57	Furniture, home furnishings, and equipment stores-----	34	16	7	4
5712	Furniture stores-----	11	5	3	-
5713, 4, 9	Home furnishing stores-----	7	1	1	-
572, 3	Household appliance, radio, television, and music stores-----	16	10	3	4
58	Eating and drinking places-----	185	117	15	5
5812	Eating places-----	107	62	11	5
5813	Drinking places-----	78	55	4	-
591	Drug and proprietary stores-----	16	12	5	1
59 ex. 591	Miscellaneous retail stores ⁸ -----	82	56	13	7
592	Liquor stores-----	9	4	-	-
594	Miscellaneous shopping goods stores ⁹ -----	37	29	11	5
5944	Jewelry stores-----	10	8	4	2
5947	Gift, novelty, and souvenir shops-----	4	2	1	1
5949	Sewing, needlework, and piece goods stores-----	3	2	-	1
5992	Florists-----	8	5	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
SHEBOYGAN CBD											
	Retail stores ^{1, 2, 3} -----	72	71	42 411	42 012	7 315	7 198	1 769	1 732	1 068	1 053
	Retail stores (establishments with payroll) ² -----	64	83	41 918	41 552	7 315	7 198	1 769	1 732	1 068	1 053
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-	-	-	-	-	-
53	General merchandise group stores -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.) ^{4, 5} -----	1	1	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴ -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-	-	-	-	-	-
54	Food stores ⁶ -----	6	6	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
541	Grocery stores -----	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	12	12	3 638	3 638	786	786	189	189	112	112
561	Men's and boys' clothing and furnishings stores -----	3	3	1 362	1 362	415	415	97	97	49	49
562, 3, 8	Women's clothing and specialty stores and furnaces -----	4	4	1 270	1 270	234	234	63	63	42	42
562	Women's ready-to-wear stores -----	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	7	7	2 106	2 106	362	362	86	86	37	37
5712	Furniture stores -----	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	3	1 262	1 262	169	169	41	41	19	19
58	Eating and drinking places -----	15	15	3 183	3 183	988	988	220	220	190	190
5812	Eating places -----	11	11	2 835	2 835	908	908	201	201	170	170
5813	Drinking places -----	4	4	348	348	80	80	19	19	20	20
591	Drug and proprietary stores -----	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
59 ex. 591	Miscellaneous retail stores ⁷ -----	13	12	1 590	1 558	289	282	74	71	63	60
592	Liquor stores -----	-	-	-	-	-	-	-	-	-	-
594	Miscellaneous shopping goods stores ⁸ -----	11	10	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores -----	4	4	581	581	90	90	24	24	15	15
5947	Gift, novelty, and souvenir shops -----	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores -----	-	-	-	-	-	-	-	-	-	-
5992	Florists -----	-	-	-	-	-	-	-	-	-	-

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I.]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1 2 3} -----	37	51 914	8 655	1 578	873
	Retail stores (establishments with payroll) ² -----	37	51 914	8 655	1 578	873
53	General merchandise group stores-----	3	28 307	3 703	887	500
531	Department stores (incl. leased depts.) ^{4 5} -----	3	27 406	(NA)	(NA)	(NA)
56	Apparel and accessory stores-----	13	3 627	485	121	79
562, 3, 8	Women's clothing and specialty stores and furriers-----	6	1 804	217	53	39
562	Women's ready-to-wear stores-----	6	1 804	217	53	39
57	Furniture, home furnishings, and equipment stores-----	4	1 603	224	23	12
572, 3	Household appliance, radio, television, and music stores-----	4	1 603	224	23	12
58	Eating and drinking places-----	5	1 992	495	115	120
5812	Eating places-----	5	1 992	495	115	120
59 ex. 591	Miscellaneous retail stores-----	7	2 829	334	88	49

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I.]

SIC code	Kind of business	Standard metropolitan statistical area	Wausau		Major retail centers		
			City	Central business district	No. 1	No. 2	No. 3
	Retail stores ^{1 2 3} :						
	Number	916	435	130	43	61	34
	Sales (\$1,000)	453 278	276 940	57 570	(D)	(D)	(D)
	Annual payroll (\$1,000)	51 463	32 616	7 810	8 749	7 611	3 996
	Paid employees for pay period including March 12, 1982	6 547	4 067	1 076	896	969	585
	Retail stores (establishments with payroll) ² :						
	Number	627	337	113	43	59	33
	Sales (\$1,000)	442 345	273 976	56 690	82 017	64 366	37 958
54, 58, 591	Convenience goods stores:						
	Number	257	127	37	14	18	11
	Sales (\$1,000)	138 778	(D)	10 229	29 940	11 545	16 258
53, 56, 57; 594	Shopping goods stores (GAF) ^{4 5} :						
	Number	151	96	55	16	15	16
	Sales (\$1,000)	117 326	(D)	38 617	16 286	13 761	19 378
52, 55, 59, 8x, 591, 4	All other stores:						
	Number	219	114	21	13	26	6
	Sales (\$1,000)	186 241	110 671	7 844	35 791	39 060	2 322
	NUMBER OF ESTABLISHMENTS						
	Retail stores ^{1 2 3}	916	435	130	43	61	34
	Retail stores (establishments with payroll) ²	627	337	113	43	59	33
52	Building materials, hardware, garden supply, and mobile home dealers	45	16	-	1	5	-
525	Hardware stores	11	4	-	-	2	-
52 ex. 525	Other	34	12	-	1	3	-
53	General merchandise group stores	15	10	4	2	2	2
531	Department stores (incl. leased depts.) ⁶	6	5	2	1	1	1
531	Department stores (excl. leased depts.) ⁶	6	5	2	1	1	1
533	Variety stores	3	2	1	-	1	-
539	Miscellaneous general merchandise stores	6	3	1	1	-	1
54	Food stores ⁷	59	25	6	4	4	3
541	Grocery stores	39	14	2	3	1	2
55 ex. 554	Automotive dealers	50	23	1	5	13	-
554	Gasoline service stations	60	30	4	4	6	3
56	Apparel and accessory stores	57	42	27	6	5	8
561	Men's and boys' clothing and furnishings stores	4	4	3	-	-	-
562, 3, 8	Women's clothing and specialty stores and furners	23	19	13	4	1	3
562	Women's ready-to-wear stores	20	16	11	3	1	3
565	Family clothing stores	7	5	3	1	-	-
566	Shoe stores	21	13	7	1	4	4
564, 9	Other apparel and accessory stores	2	1	1	-	-	1
57	Furniture, home furnishings, and equipment stores	39	20	10	5	5	1
5712	Furniture stores	12	7	4	2	1	-
5713, 4, 9	Home furnishing stores	7	2	1	-	-	-
572, 3	Household appliance, radio, television, and music stores	20	11	5	3	4	1
58	Eating and drinking places	181	89	27	9	13	7
5812	Eating places	108	57	16	9	10	6
5813	Drinking places	73	32	11	-	3	1
591	Drug and proprietary stores	17	13	4	1	1	1
59 ex. 591	Miscellaneous retail stores ⁸	104	69	30	6	5	8
592	Liquor stores	6	4	1	1	-	-
594	Miscellaneous shopping goods stores ⁹	40	24	14	3	3	5
5944	Jewelry stores	4	4	4	-	-	-
5947	Gift, novelty, and souvenir shops	9	4	4	-	-	2
5949	Sewing, needlework, and piéce goods stores	4	1	-	-	1	1
5992	Florists	9	4	1	1	1	1

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

⁴Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁵Includes sales from catalog order desks located in department stores.

⁶Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁷May include data not covered by SIC 541.

⁸May include data not covered by SIC's 592, 594, and 5992.

⁹May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I.]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (\$1,000)	Unadjusted (\$1,000)	Adjusted (number)	Unadjusted (number)
WAUSAU CBD											
	Retail stores ^{1, 2, 3}	130	128	57 570	55 629	7 810	7 662	1 817	1 790	1 078	1 084
	Retail stores (establishments with payroll) ²	113	111	56 690	54 821	7 810	7 862	1 817	1 790	1 078	1 064
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	-	-	-	-	-	-	-	-	-	-
53	General merchandise group stores	4	4	17 747	17 747	2 597	2 597	574	574	364	384
531	Department stores (incl. leased depts.) ^{3, 5}	2	2	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ⁴	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	Food stores ⁶	6	6	4 063	3 754	497	473	120	114	74	71
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	27	26	12 436	11 735	1 582	1 551	384	377	225	222
561	Men's and boys' clothing and furnishings stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fumers	13	12	3 193	2 492	374	343	85	78	65	62
562	Women's ready-to-wear stores	11	10	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	7	7	2 103	2 103	289	289	75	75	39	39
564, 9	Other apparel and accessory stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	10	10	4 027	4 027	555	555	134	134	55	55
5712	Furniture stores	4	4	2 641	2 641	401	401	104	104	39	39
5713, 4, 9	Home furnishing stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places	27	26	3 520	3 306	812	762	195	189	153	149
5812	Eating places	16	16	2 720	2 571	668	632	163	159	130	127
5813	Drinking places	11	10	800	735	144	130	32	30	23	22
591	Drug and proprietary stores	4	4	2 646	2 646	320	320	82	82	38	38
59 ex. 591	Miscellaneous retail stores ⁷	30	30	8 727	8 727	1 275	1 275	288	288	148	148
592	Liquor stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores ⁸	14	14	4 407	4 407	718	718	160	160	77	77
5944	Jewelry stores	4	4	1 814	1 814	349	349	66	68	24	24
5947	Gift, novelty, and souvenir shops	4	4	764	764	102	102	23	23	16	16
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5983.

⁴Includes sales from catalog order desks located in department stores.

⁵Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

⁶May include data not covered by SIC 541.

⁷May include data not covered by SIC's 592, 594, and 5992.

⁸May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. 1						
	Retail stores ^{1 2 3} -----	43	(D)	8 749	1 769	896
	Retail stores (establishments with payroll) ² -----	43	82 017	8 749	1 769	896
54	Food stores-----	4	26 257	2 375	415	222
55 ex. 554	Automotive dealers-----	5	20 473	1 520	328	89
56	Apparel and accessory stores-----	6	2 107	212	47	38
57	Furniture, home furnishings, and equipment stores-----	5	6 384	1 092	234	76
59 ex. 591	Miscellaneous retail stores-----	6	3 483	438	94	39
MRC NO. 2						
	Retail stores ^{1 2 3} -----	61	(D)	7 811	1 747	969
	Retail stores (establishments with payroll) ² -----	59	64 366	7 611	1 747	969
52	Building materials, hardware, garden supply, and mobile home dealers-----	5	2 017	509	108	51
55 ex. 554	Automotive dealers-----	13	32 765	2 604	587	168
554	Gasoline service stations-----	6	3 457	173	43	28
56	Apparel and accessory stores-----	5	2 511	201	68	26
57	Furniture, home furnishings, and equipment stores-----	5	2 199	228	53	18
58	Eating and drinking places-----	13	4 678	1 412	328	327
5812 5813	Eating places-----	10	4 482	1 374	318	320
	Drinking places-----	3	196	38	10	7
MRC NO. 3						
	Retail stores ^{1 2 3} -----	34	(D)	3 996	990	585
	Retail stores (establishments with payroll) ² -----	33	37 958	3 996	990	585
56	Apparel and accessory stores-----	8	2 109	263	65	62
562, 3, 8 562	Women's clothing and specialty stores and fumiers----- Women's ready-to-wear stores-----	3 3	1 350 1 350	188 188	46 46	43 43
58	Eating and drinking places-----	7	2 896	657	146	146
59 ex. 591	Miscellaneous retail stores-----	8	1 561	269	81	33

¹For all establishments, including those without payroll.

²Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.

³Excludes nonemployer direct sellers, SIC 5963.

APPENDIX A.

General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1982 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

a. All nonemployers, i.e., all firms with no paid employees during 1982. Sales information for them was obtained from administrative records of other Federal agencies. Although consisting of a large number of firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$1,000 or more during 1982 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$1,000 or more. This change in qualifications for the 1982 census is described in the Comparability of the 1977 and 1982 Censuses section below.

b. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. (The term "employers" refers to all business firms with paid employees at any time during 1982 as shown in the active administrative records of other Federal agencies.) Although the payroll cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were derived or estimated from the administrative records of other Federal agencies, except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1981 Report of Company Organization was used as a coverage check in the census. In the census mailing package containing the appropriate 1982 questionnaires, firms were sent a form to use in updating the list of establishments with those opened since 1981.

b. The 10-percent sample of small employers referred to in section 1b above which were sent the census mailing packages containing the appropriate 1982 questionnaires.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

a. All nonemployers were classified inside or outside of retail trade on the basis of information obtained from other Federal agencies. Data are not provided for nonemployers by kind of business as planned for 1982 because a substantial number of the nonemployer records, obtained from the Internal Revenue Service (IRS), were miscoded by the IRS into miscellaneous categories rather than being classified in the specific kind of business.

b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1977 census. Otherwise, the classification was obtained from the administrative records of other Federal agencies.

If the census or administrative record classifications proved inadequate (none corresponded to a census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1982 census kind-of-business code.

2. Establishments in the mail universe were classified on the basis of their self designation and answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF THE 1977 AND 1982 CENSUSES

The 1977 and 1982 censuses were conducted under similar conditions and procedures except for the following:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977.

Also, improved methods, used in the 1982 census for determining the proper geographic areas into which businesses are tabulated within a given county, resulted in a number of businesses that were not tabulated as part of the "remainder of county" statistics in previous censuses being included within the "remainder of county" for 1982.

Leased departments—In 1977 and in prior censuses, data for leased departments were consolidated with the data for stores

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. 1977 Supplement. Stock No. 003-005-00176-0.

in which they were located. In the 1982 census, each leased department was treated as a separate establishment and was classified according to the kind of business it conducted. For example, in the 1977 reports, data for a leased department selling shoes were included in the kind-of-business statistics of the lessor store. For the 1982 reports, however, a leased department selling shoes would be considered a separate retail establishment under the "shoe store" classification. It should also be noted that in the 1982 classifications (with the exception of department stores for which leased department data are recognized for classification purposes), the procedure which separated the leased department from the main store might have affected the kind-of-business code assigned to a relatively small number of main stores, because the coding procedure did not take into account the lines of merchandise carried by the leased department.

Due to the relatively high level of leased department activity in department stores, department store sales summaries for 1982 have been separately presented for the following classifications:

Department stores (incl. leased depts.)

Department stores (excl. leased depts.)

Nonemployer firms—In 1977, the census included any retail nonemployer firm which reported a sales volume of \$2,500 or more, plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. In the 1982 census, nonemployer firms are included if, on an annual basis, they reported a sales volume of at least \$1,000. This change was made so that establishments will be included in the retail census based on the same criterion used for including establishments in the other economic censuses, i.e., \$1,000. Had the 1982 criterion been applied in the 1977 Census of Retail Trade, an additional 62,000 nonemployers with sales of \$120.6 million would have been included.

In 1977 and prior censuses, the combined data for all establishments (nonemployer firms plus establishments of employer firms) were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these censuses, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1982, data for nonemployers and the combined data for all establishments are presented only at the retail trade total level for all geographic areas. These data could not be published by kind of business as planned because many businesses were miscoded by the IRS into various miscellaneous categories rather than in the specific kind of business. As a result, when the IRS supplied the Bureau of the Census with the kind-of-business codes derived from information reported by businesses for 1982 on IRS form 1040, schedule C, the Bureau found that there were proportionately far more businesses classified in miscellaneous categories for 1982 than for 1977. The Bureau of the Census and the IRS are taking steps to ensure that data can be published for all establishments by kind of business in the 1987 and subsequent censuses.

Central business districts—In 1982, two sets of kind-of-business data are provided for central business districts (CBD's): "adjusted" and "unadjusted." In the 1977 reports, only unadjusted data were provided. Unadjusted CBD data refer to the

summation of data for those establishments which could be identified, based on address, as being in the CBD. However, some records, particularly those of small establishments for which information is derived from administrative records of other Federal agencies, have addresses that are inadequate for determining if they are in the CBD.

Therefore, for 1982 the Bureau proportionately allocated data to the CBD for establishments for which address records were inadequate to determine if they were inside or outside the CBD. The resulting "adjusted" data provide more realistic estimates of retail trade in each CBD. The adjustment process allocated data for the establishments that could not be coded in each CBD city to either "inside" or "outside" the CBD in the same ratio as the associated data for establishments with addresses that could be coded. The adjustment process was separately applied to each data item (number of establishments, sales, annual payroll, and number of employees) for each kind-of-business level for which data are presented for each CBD.

The 1977 CBD statistics and the 1982 "unadjusted" statistics are based on comparable procedures and are believed to be directly comparable. The 1982 "unadjusted" statistics are shown to provide a means of comparing 1977 and 1982 CBD data and to provide measures (the differences between the adjusted and unadjusted data) of the estimation for establishments with inadequate addresses.

Nonstore retailers (SIC 596)—Although nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments) were included in the 1977 Census of Retail Trade, data for nonstore retailers were excluded from the Major Retail Centers reports. For 1982, nonstore retailers are also included in the Major Retail Centers reports. Nonstore retailers account for a negligible portion of total retail trade in most MRC's and CBD's.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and will be provided in the retail trade report, Miscellaneous Subjects, RC82-I-4. Each retail establishment was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

A comparison of the number of establishments in business at the end of the year versus the number active any time during the year for the United States as a whole is presented for establishments with payroll, by kind-of-business group, and for all establishments, only for total retail trade, in appendix G of the United States Summary report of the Geographic Area series, RC82-A-52.

When two activities or more were carried on at a single location under a single ownership, all activities generally were

grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

Firms—A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. For economic census purposes, the terms firm and company are synonymous.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix II]

SIC code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
MRC NO. X	Retail stores ^{1 2 3}	130	73 530	9 853	2 683	1 003
	Retail stores (establishments with payroll) ²	117	71 810	9 853	2 683	1 003

Annual payroll—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on form 941.

First quarter payroll—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1982.

Paid employees for pay period including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Auxiliary establishments—Each company included in this census was asked to identify and report separately those auxiliary locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for auxiliaries which primarily service retail establishments are presented for selected industrial classifications in tables included in the United States Summary report of the Geographic Area series, RC82-A-52. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

ALL ESTABLISHMENTS VERSUS ESTABLISHMENTS WITH PAYROLL

The tables in this report present data for two major categories of establishments: All establishments and establishments with payroll.

The term "all establishments" includes those without payroll ("mom and pop" operators) and those with payroll. The number and sales of establishments without payroll is determined by subtracting data for establishments with payroll from data for all establishments.

As shown in the table on the previous page:

130	(Number of total establishments)
-117	(Number of establishments with payroll)
13	(Number of establishments without payroll)

The sales of the 13 establishments is \$1,720 (000).

As explained in the "Comparability of 1977 and 1982 Censuses," data are shown by kind of business only for establishments with payroll.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications according to the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC.

In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food stores classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products. (Information on the extent to which

various broad groups of commodities, or merchandise lines, sold by different kinds of business is available in the 1982 Census of Retail Trade report, Merchandise Line Sales, RC82-I-3.)

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as retail in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

The employment and lines of merchandise sold in leased departments are both taken into account when classifying a department store.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Due to the relatively high level of leased department activity in department stores, department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.)
Department stores (excl. leased depts.)

Variety stores (SIC 533)—Establishments engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers, and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories, and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new

automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

This major group includes retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department stores (SIC 531) or Miscellaneous general merchandise stores (SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Comprise the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's specialty stores and furriers (SIC 563 and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, children's and juveniles' shoe stores, and family shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 5931. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishing stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, home computers and software, record players, and high fidelity (hi-fi) and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, and liquor for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and liquor for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprise the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting

goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, trophies, skiing, golfing, bowling, and billiards equipment.

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in mail order houses (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby

kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camere and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

APPENDIX B.

General Questions



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1982 CENSUS OF RETAIL TRADE

O.M.B. APPROVAL NO. 0607-0371 EXPIRES 12/84

NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

Please complete this form and RETURN TO **BUREAU OF THE CENSUS**
1201 East Tenth Street
Jeffersonville, Indiana 47134

DUE DATE: FEBRUARY 15, 1983

If you cannot file by the due date, a time extension request should be sent to the above address; please include your 11-digit Census File Number (CFN).

Note — Please read the accompanying instructions before answering the questions.

In correspondence pertaining to this report,
please refer to this Census File Number (CFN)

Employer Identification (EI)
Number

CB-5801

Item 1 — EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number shown in the label the SAME as that used for this establishment on its latest 1982 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 YES (9 digits)

2 NO — Enter current
EI No. →

Item 2 — PHYSICAL LOCATION OF ESTABLISHMENT

Answer items a, b, c, and d

NOTE: P.O. boxes or rural routes are not physical locations.

a. Same as shown in mailing label. If different, indicate change.

NUMBER AND STREET

CITY, TOWN, VILLAGE, ETC. STATE ZIP CODE

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 YES 3 No legal boundaries
2 NO 4 Don't know

c. Type of municipality where physically located

396 1 City, village, or borough 3 Other or don't know
2 Town or township

d. Name of county where physically located

Item 3 — OPERATIONAL STATUS

Number of months

002

a. How many months during 1982 did this firm or organization actively operate this establishment?

b. Mark (X) the ONE box which best describes this establishment at the end of 1982.

001 1 In operation

2 Temporarily or seasonally inactive

3 Ceased operation — Give date →

4 Sold or leased to another operator — Give date at right →
AND enter name, etc., below

Figures only

Month Day Year

NAME OF NEW OWNER OR OPERATOR

NUMBER AND STREET

CITY STATE ZIP CODE

Item 4 — ORGANIZATIONAL STATUS — Mark (X) the ONE box which best describes this establishment during 1982.

- 003 1 Individual proprietorship
2 Partnership
3 Cooperative association (taxable)
4 Cooperative association (tax-exempt)
5 Government — Specify _____
6 Corporation (Do not mark if any form of cooperative association.)
9 Other — Specify _____

HOW TO REPORT
DOLLAR
FIGURES

Value figures may be reported in dollars or rounded to thousands.
Example: If a figure is \$1,125,628, report either Preferred
or Acceptable

Mil.	Thou.	Dollars
1	126	1,126
1	125	1,125,628

Item 5 — DOLLAR VOLUME OF BUSINESS IN 1982

Mil.	Thou.	Doll.
010		

Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Item 6 — PAYROLL AND EMPLOYMENT

Mil.	Thou.	Doll.
030		

a. Payroll in 1982, before deductions

(1) Total ANNUAL payroll

Mil.	Thou.	Doll.
031		

(2) FIRST QUARTER payroll

b. Employment in 1982

Number
032

Number of paid employees for the pay period including March 12, 1982. (Include both full- and part-time employees.)

Item 9 — KIND OF BUSINESS — Mark (X) the ONE box which best describes the PRINCIPAL kind of business of this establishment in 1982.

(Categories appropriate to individual form)

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2 →

Item 11 - MERCHANDISE LINES Report sales either in dollar figures (see example on page 1), or as a percent (in whole percents) of total sales (see example below).					
HOW TO REPORT PERCENTS	If figure is 38.76% of total sales: • Report whole percent → 39 Not acceptable → 38.76				
	Merchandise lines Census use	Estimated sales during 1982 Mil. Thou. Dol. Percent			
		Mil. Thou. Dol. Percent			
(Categories appropriate to individual form)					
NOTE Answer item 13 only if your Census File Number (CFN), shown in the address label of this report form, begins with a zero.					
Item 13 - OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION					
a. Is this company owned or controlled by another company? 097 1 <input type="checkbox"/> YES → 2 <input type="checkbox"/> NO					
ENTER OWNING OR CONTROLLING COMPANY NAME ADDRESS AND ZIP CODE Mil. Thou. Dol. Sales Annual payroll Census use					
b. Does this company own or control any other company or companies? 098 1 <input type="checkbox"/> YES → 2 <input type="checkbox"/> NO					
ENTER OWNED OR CONTROLLED COMPANY NAME ADDRESS AND ZIP CODE Mil. Thou. Dol. Sales Annual payroll Census use					
El No. (9 digits) El No. (9 digits)					
C. How many establishments were operated under the EI Number shown in the address label (or as corrected in item 1) at the end of 1982? 079 If more than one, provide the physical location address and other information indicated below for each establishment. Continue with same format in item 14 (or attach a separate sheet) if necessary.					
1 NAME, ADDRESS, AND ZIP CODE 1982 Mil. Thou. Dol. Sales 081 Annual payroll 082 Census use 088					
2 NAME, ADDRESS, AND ZIP CODE 1982 Mil. Thou. Dol. Sales 081 Annual payroll 082 Census use 088					
3 NAME, ADDRESS, AND ZIP CODE 1982 Mil. Thou. Dol. Sales 081 Annual payroll 082 Census use 088					
4 NAME, ADDRESS, AND ZIP CODE 1982 Mil. Thou. Dol. Sales 081 Annual payroll 082 Census use 088					
KIND-OF-BUSINESS DESCRIPTION KIND-OF-BUSINESS DESCRIPTION KIND-OF-BUSINESS DESCRIPTION KIND-OF-BUSINESS DESCRIPTION					

APPENDIX C.

Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Reporting form CB-	SIC code	Title	Reporting form CB-
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5211	Lumber and other building materials dealers.....	5201	5712	Furniture stores.....	5701
5231	Paint, glass, and wallpaper stores.....	5202	5713	Floor covering stores.....	5704
5251	Hardware stores.....	5203	5714	Drapery, curtain, and upholstery stores.....	5705
5261	Retail nurseries, lawn and garden supply stores.....	5204	5719	Miscellaneous home furnishing stores.....	5705
5271	Mobile home dealers.....	5205	5722	Household appliance stores.....	5702
			5732	Radio and television stores.....	5702
53	GENERAL MERCHANDISE GROUP STORES		5733 pt.	Record shops.....	5703
			5733 pt.	Musical instrument stores.....	5703
5311 pt.	Conventional department stores.....	5301	58	EATING AND DRINKING PLACES	
5311 pt.	Discount or mass merchandising department stores.....	5301	5812 pt.	Restaurants and lunchrooms.....	5801
5311 pt.	National chain department stores.....	5301	5812 pt.	Social caterers.....	5801
5331	Variety stores.....	5302	5812 pt.	Cafeterias.....	5801
5399	Miscellaneous general merchandise stores.....	5301	5812 pt.	Refreshment places.....	5801
		5301	5812 pt.	Contract feeding.....	5802
		5301	5812 pt.	Ice cream, frozen custard stands.....	5801
54	FOOD STORES		5813	Drinking places (alcoholic beverages).....	5801
5411	Grocery stores.....	5400	59	MISCELLANEOUS RETAIL STORES	
5423	Meat and fish (seafood) markets.....	5400	5912 pt.	Drug stores.....	5901
5431	Fruit stores and vegetable markets.....	5400	5912 pt.	Proprietary stores.....	5901
5441	Candy, nut, and confectionery stores.....	5400	5921	Liquor stores.....	5902
5451	Dairy products stores.....	5400	5931	Used merchandise stores.....	5903
5462	Retail bakeries--baking and selling.....	5400	5941 pt.	General line sporting goods stores.....	5904
5463	Retail bakeries--selling only.....	5400	5941 pt.	Specialty line sporting goods stores.....	5904
5499	Miscellaneous food stores.....	5400	5942	Book stores.....	5905
		5400	5943	Stationery stores.....	5905
		5400	5944	Jewelry stores.....	5906
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5501	Hobby, toy, and game shops.....	5907
5511	Motor vehicle dealers--new and used cars.....	5501	5945	Camera and photographic supply stores.....	5908
5521	Motor vehicle dealers--used cars only.....	5502	5946	Gift, novelty, and souvenir shops.....	5905
5531 pt.	Tire, battery, and accessory dealers.....	5502	5947	Luggage and leather goods stores.....	5905
5531 pt.	Other auto and home supply stores.....	5504	5948	Sewing, needlework, and piece goods stores.....	5909
5541	Gasoline service stations.....	5503	5949	Department store merchandise--mail order.....	5910
5551	Boat dealers.....	5503	5961 pt.	General merchandise, n.e.c.--mail order.....	5910
5561	Recreational and utility trailer dealers.....	5503	5961 pt.	Other mail-order houses.....	5910
5571	Motorcycle dealers.....	5503	5961 pt.	Automatic merchandising machine operators.....	5802
5599	Automotive dealers, n.e.c.....	5503	5962	Furniture, home furnishings, equipment--direct selling.....	5910
		5503	5963 pt.	Mobile food service--direct selling.....	5910
		5503	5963 pt.	Books and stationery--direct selling.....	5910
		5503	5963 pt.	Other direct selling.....	5910
56	APPAREL AND ACCESSORY STORES		5601	Fuel and ice dealers, n.e.c.....	5911
5611	Men's and boys' clothing and furnishings stores....	5601	5982	Fuel oil dealers.....	5911
5621	Women's ready-to-wear stores.....	5601	5983	Liquefied petroleum gas (bottled gas) dealers.....	5911
5631	Women's accessory and specialty stores.....	5601	5983	Florists.....	5912
5641	Children's and infants' wear stores.....	5602	5984	Cigar stores and stands.....	5902
5651	Family clothing stores.....	5602	5992	News dealers and newsstands.....	5902
5661 pt.	Men's shoe stores.....	5602	5993	Optical goods stores.....	5913
5661 pt.	Women's shoe stores.....	5602	5994	Pet shops.....	5914
5661 pt.	Children's and juveniles' shoe stores.....	5602	5999 pt.	Typewriter stores.....	5905
5661 pt.	Family shoe stores.....	5602	5999 pt.	Other retail stores, n.e.c.....	5916
5681	Furriers and fur shops.....	5601	5999 pt.		
5699	Miscellaneous apparel and accessory stores.....	5601	5999 pt.		

APPENDIX D.

Standard Consolidated Statistical Areas and Standard Metropolitan Statistical Areas

[Titles and definitions shown for SCSA's and SMSA's are those established by the Office of Management and Budget, as of January 1982]

Standard Consolidated Statistical Areas¹

SCSA and definition
Chicago-Gary-Kaneoahs, Ill.-Ind.-Wis.² Chicago, Ill., SMSA Gary-Hammond-East Chicago, Ind., SMSA Kenosha, Wis., SMSA ¹
Milwaukee-Racine, Wis. Milwaukee, Wis., SMSA Racine, Wis., SMSA

¹ No MRC data are presented for Standard Consolidated Statistical Areas.

² 1977 title was Chicago-Gary, Ill.-Ind.; Kenosha, Wis., SMSA has been added.

Standard Metropolitan Statistical Areas

SMSA and definition	SMSA and definition
Appleton-Oshkosh, Wis. Calumet County, Wis. Outagamie County, Wis. Winnebago County, Wis.	Milwaukee, Wis. Milwaukee County, Wis. Ozaukee County, Wis. Washington County, Wis. Waukesha County, Wis.
Duluth-Superior, Minn.-Wis.¹ St. Louis County, Minn. Douglas County, Wis.	Minneapolis-St. Paul, Minn.-Wis.¹ Anoka County, Minn. Carver County, Minn. Chisago County, Minn. Dakota County, Minn. Hennepin County, Minn. Ramsey County, Minn. Scott County, Minn. Washington County, Minn. Wright County, Minn. St. Croix County, Wis.
Eau Claire, Wis. Chippewa County, Wis. Eau Claire County, Wis.	Racine, Wis. Racine County, Wis.
Green Bay, Wis. Brown County, Wis.	Sheboygan, Wis.² Sheboygan County, Wis.
Janesville-Beloit, Wis.² Rock County, Wis.	Wausau, Wis.² Marathon County, Wis.
Kenosha, Wis. Kenosha County, Wis.	
La Crosse, Wis. La Crosse County, Wis.	
Madison, Wis. Dane County, Wis.	

¹ MRC data for this SMSA appear only in State report for State in which this SMSA is primarily located.

² New SMSA since 1977 Economic Censuses.

APPENDIX E, APPENDIX F, and APPENDIX G

[Not applicable]

APPENDIX H.

Comparative Sales Statistics for Central Business Districts in Standard Metropolitan Statistical Areas: 1982 and 1977

Geographic area	1982 sales		1977 sales (\$1,000)	Percent change in sales, 1977 to 1982, unadjusted
	Adjusted (\$1,000)	Unadjusted (\$1,000)		
APPLETON-OSHKOSH SMSA				
Appleton CBD -----	69 945	68 555	92 223	-4.0
Oshkosh CBD -----	71 622	68 171	68 566	2.4
EAU CLAIRE SMSA				
Eau Claire CBD -----	38 103	35 359	27 320	29.4
GREEN BAY SMSA				
Green Bay CBD -----	86 795	84 669	76 224	11.1
JANESVILLE-BELOIT SMSA				
Janesville CBD-----	20 903	20 719	(NA)	(NA)
Beloit CBD -----	32 730	31 942	(NA)	(NA)
KENOSHA SMSA				
Kenosha CBD -----	31 546	31 254	38 234	-18.3
LA CROSSE SMSA				
La Crosse CBD -----	76 032	71 241	73 974	-3.7
MADISON SMSA				
Madison CBD -----	87 618	83 676	75 949	10.2
MILWAUKEE SMSA				
Milwaukee CBD -----	198 920	192 861	176 014	9.6
Wewaukee CBD -----	50 839	48 990	(NA)	(NA)
RACINE SMSA				
Racine CBD -----	30 517	30 467	32 481	-6.2
SHEBOYGAN SMSA				
Sheboygan CBD -----	42 411	42 012	(NA)	(NA)
WAUSAU SMSA				
Wausau CBD -----	57 570	55 629	(NA)	(NA)

APPENDIX I.

Boundary Descriptions for Central Business Districts and Major Retail Centers

APPLETON-OSHKOSH, WIS., SMSA

Appleton CBD—Includes the area bounded by C & NW RY., Oneida St., Franklin St., Water St., Prospect Ave., 6th St., Walnut St., 8th St., Badger Ave., Lawrence St., Story St., Washington St., Richmond St., and Franklin St. (Entire tract 101)

Oshkosh CBD—Includes the area bounded by Irving Ave., Jefferson St., Parkway Ave., Mt. Vernon St., Merritt Ave., C & NW RY., Broad St., the Fox River, Wisconsin St., Algoma St., Jackson St., Church Ave., and Division St. (Entire tract 6)

MRC No. 1—Includes establishments on W. College Ave. from U.S. Hwy. 41 to the Soo Line RR., on N. Perkins St. from address 2310 to W. College Ave., and adjacent establishments on N. Kools St., W. Lawrence St., S. Lynndale Dr., S. Bluermond Dr., and Spencer St. (Outagamie County) (In tracts 110 and 111)

EAU CLAIRE, WIS., SMSA

Eau Claire CBD—Includes the area bounded by Madison St., Dewey St., Gibson St., Doty St., Emery St. ext., Hudson St., 2nd Ave., Lake St., Oxford Ave., Central St., 2nd Ave., Catherine St., and the Chippewa River. (Entire tract 11)

MRC No. 1—Includes the planned center known as "London Square Mall" and establishments in the area bounded by Clairemont Ave. (Hwy. 12), Hwy. 53, Hamilton Ave., London Rd., Lexington Blvd., and Fairfax St. (Eau Claire and Eau Claire County) (In tract 8)

MRC No. 2—Includes the planned center known as "Co-op Shopping Center" and establishments in the area bounded by Altoona Ave., Fairfax St. ext., S. Hastings Way (Hwy. 53), Clairemont Ave. (Hwy. 12), Fairfax St., Hopkins Ave. ext., Keith St., Brackett Ave., Donnellan Ln., Fenwick Ave., and S. Hastings Way (Hwy. 53). (Eau Claire) (In tract 7)

MRC No. 3—Includes the establishments in the area bounded by U.S. Hwy. 12 (W. Clairemont Ave.), Stein Blvd., Richard Dr., Ruth St., W. MacArthur Ave., and Craig Rd. (Eau Claire) (In tract 9)

GREEN BAY, WIS., SMSA

Green Bay CBD—Includes the area bounded by Fox River, East River, Pine St., Quincy St., Doty St., Jefferson St., Crooks St., Adams St., and Mason St. (Entire tract 10)

MRC No. 1—Includes the planned center known as "Bay Park Square," bounded by Willard Dr., Ashland Ave., Pilgrim Way, and Oneida St. (Ashwaubenon) (In tract 213.03)

MAJOR RETAIL CENTERS

JANESVILLE-BELOIT, WIS., SMSA

Janesville CBD—Includes the area bounded by E. Enter Way, Milton Ave., Atwood St., Court St., C & NW RR., and the Rock River. (Entire tract 1)

Beloit CBD—Includes the area bounded by Lawrence Ave., 4th St., Rouse St., 3rd St., the Rock River, Bushell St., Park Ave., Grand Park Ave., the P & P RR., the Winnebago County Line, the Rock River, Highland Ave., Bluff St., W. Grand Ave., and the C & NW RR. (Entire tract 15)

MRC No. 1—Includes the planned center known as "Janesville Mall" bounded by Holiday Dr., Liberty Ln., Refset Dr., the south property line of the Janesville Mall, and Milton Ave. (Janesville) (In tract 7)

MRC No. 2—Includes establishments on Milton Ave. from Interstate 90 to Kennedy Rd., (excluding "Janesville Mall"), on Humes Rd. (U.S. Hwy. 14) from Kennedy Rd. to Pontiac Dr., and on Refset Dr. from Sherwood Dr. to Milton Ave. (Janesville) (In tracts 7 and 12)

MRC No. 3—Includes the planned center known as "Creston Park Shopping Center" and establishments on Milton Ave. from Matheson St. to Randolph Rd., on Randolph Rd. from Milton Ave. to N. Randall Ave., and on Creston Park Dr. from Milton Ave. to N. Randall Ave. (Janesville) (In tracts 6, 7, 8, and 12)

KENOSHA, WIS., SMSA

Kenosha CBD—Includes the area bounded by 50th St., Kenosha Harbor, Lake Michigan, 60th St. ext., Avenue "A", 59th Pl., 8th Ave., 60th St., Sheridan Rd., 61st St., and C & NW RY. (Entire tract 10)

MRC No. 1—Includes the planned centers known as "Pershing Plaza" and "Town and Country Shopping Center" and establishments on 75th St. from 38th Ave. to the Chicago and Northwestern RR., on Roosevelt Rd. from 38th Ave. to 39th Ave., on 39th Ave. from Roosevelt Rd. to 76th St., and on Pershing Blvd. from 75th St. to 78th St. (Kenosha and Kenosha County) (In tracts 15, 23, and 24)

MRC No. 2—Includes establishments on 52nd St. from 30th Ave. to Pershing Blvd. and adjacent establishments on 33rd Ave. and 40th Ave. (Kenosha) (In tracts 7, 12, and 13)

LA CROSSE, WIS., SMSA

La Crosse CBD—Includes the area bounded by the Mississippi River, the La Crosse River, CMSP & P RR., La Crosse St., 7th St., Cass St., and the Mississippi River. (Entire tract 3)

LA CROSSE, WIS., SMSA—Con.

MRC No. 1—Includes the planned center known as "Valley View Mall" at the intersection of Interstate 90 and Losey Blvd. (Hwy. 16). (La Crosse) (In tract 105)

MADISON, WIS., SMSA

Madison CBD—Includes the area bounded by Blair St., Lake Monona, Broom St., Johnson St., Park St., University Ave., Lake Ave., and Lake Mendota. (Entire tracts 16.01 and 17)

MRC No. 1—Includes the planned center known as "East Towne Mall" and establishments bounded by E. Washington Ave., Zeier Rd., Lien Rd., and Eagan Rd. (Madison) (In tract 26.02)

MRC No. 2—Includes the planned center known as "Hilldale" and establishments in the area bounded by University Ave., N. Midvale Blvd., the south property line of the center, and Segoe Rd. (Madison) (In tract 3)

MRC No. 3—Includes the planned center known as "West Towne Mall" and establishments bounded by Mineral Point Rd., Gammon Rd., W. Beltline (U.S. Hwys. 12 and 14) and the Madison city limits. (Madison) (In tract 4.03)

MILWAUKEE, WIS., SMSA

Milwaukee CBD—Includes the area bounded by Juneau Ave., Van Buren St., Wisconsin Ave., Milwaukee Bay, Milwaukee River, St. Paul Ave., Interstate 94, 7th St., Michigan St., 8th St., Wells St., Kilbourn Ave., and the Milwaukee River. (Entire tracts 144, 152, and 153)

Waukesha CBD—Includes the area bounded by Union St., Buckley St., East Ave., Park Ave., Grand Ave., Wisconsin Ave., Maple Ave., Park Ave., West Ave., Wisconsin Ave., W. North St., and E. North St. (Entire tract 2027)

MRC No. 1—Includes the planned centers known as "Bay Shore Shopping Center" and "Glen Bay Shopping Center" and establishments on the east side of N. Port Washington Rd. from W. Silver Spring Dr. to Montclair Ave., and on W. Silver Spring Dr. from N. Bay Ridge Ave. to the North-South Freeway (U.S. Hwy. 43). (Glendale and Whitefish Bay) (In tracts 602 and 701)

MRC No. 2—Includes the planned center known as "Capitol Court" and establishments on W. Capitol Dr. from N. 49th St. to N. 62nd St., on W. Fond du Lac Ave. from W. Melvina St. to W. Baldwin, and on N. 60th St. from W. Capitol Dr. to W. Ruby Ave. (Milwaukee) (In tracts 31, 36, 38, and 40)

MRC No. 3—Includes establishments in the area bounded by W. Lapham St., S. 5th St., W. Burnham St., and S. 14th St. (Milwaukee) (In tracts 166, 167, and 168)

MRC No. 4—Includes the planned centers known as "Southridge" and "Kohl's Southridge Plaza" and establishments on S. 76th St. from W. Layton Ave. to W. Grange Ave. and adjacent establishments on W. Edgerton Ave. and W. Layton Ave. (Greendale and Greenfield) (In tracts 1202, 1401, and 1402)

MILWAUKEE, WIS., SMSA—Con.

MRC No. 5—Includes the planned centers known as "Point Loomis Shopping Center" and "Southgate Shopping Center" and establishments on S. 27th St. from W. Oklahoma Ave. to W. Howard Ave., and on W. Loomis Rd. from S. 27th St. to S. 31st St. ext. (Milwaukee) (In tracts 200, 201, and 202)

MRC No. 6—Includes the planned center known as "Westbrook Shopping Center" and establishments on Kossow Rd. from 2300 to Blue Mound Rd., on E. Moreland Blvd. from 2300 to 2500, and on Springdale Rd. (Waukesha) (In tract 2029)

MRC No. 7—Includes the planned centers known as "Northridge Shopping Center," "Kohl's Northridge Plaza," and "Northridge Commons" and establishments on W. Brown Deer Rd. from N. 76th St. to N. 91st St., and on N. 76th St. from W. Brown Deer Rd. to the northern property line of the shopping center. (Milwaukee) (In tract 1)

MRC No. 9—Includes the planned center known as "Mayfair Shopping Center" and establishments on the east side of N. Mayfair Rd. (108th St.) from W. North Ave. to the Blue Mound Country Club boundary, and on W. North Ave. from N. 104th St. to N. Mayfair Rd. (Wauwatosa) (In tracts 903 and 904)

MRC No. 10—Includes the planned centers known as "Shops of Southtown," "Southtown Shopping Center," "Westlane Shopping Center," and "Westlane Village" and establishments on S. 108th St. from W. Arthur Ave. to W. Oklahoma Ave., on W. National Ave. from S. 102nd St. to W. Oklahoma Ave., and adjacent establishments on W. Arthur Ave., W. Cleveland Ave., and W. Oklahoma Ave. (West Allis) (In tracts 1010 and 1011)

MRC No. 15—Includes the planned center known as "Brookfield Square" at the intersection of W. Blue Mound Rd. and Moorland Rd. (Brookfield) (In tract 2011)

RACINE, WIS., SMSA

Racine CBD—Includes the area bounded by the Root River, Lake Michigan, 7th St., Washington Ave., Center St., Water St., and Marquette St. (Entire tract 1)

MRC No. 1—Includes the planned center known as "Shopko-Westgate Mall" and establishments on Washington Ave. from Ohio St. to S. Green Bay Rd. (Racine and Racine County) (In tracts 10 and 11)

MRC No. 2—Includes the planned center known as "Regency Mall" at the intersection of S. Green Bay Rd. and Durand Ave. (Racine County) (In tract 9.01)

SHEBOYGAN, WIS., SMSA

Sheboygan CBD—Includes the area bounded by Michigan Ave., 6th St., S. Franklin St. ext., the Sheboygan River, Center Ave. ext., and 9th St. (Entire tract 6)

MRC No. 1—Includes the planned center known as "Memorial Mall," and establishments in the area bounded by Wilgus Ave., N. Taylor Dr., Erie Ave., and N. 36th St. (Sheboygan) (In tract 4)

WAUSAU, WIS., SMSA

Wausau CBD—Includes the area bounded by Bridge St., 1st St., E. DeKalb St., 9th St., McIndoe St., State St., Jefferson St., the Milwaukee RR., Forest St. ext., the CNW RR., the Wisconsin River, Garfield Ave., 4th Ave., Spruce St., and the Wisconsin River. (Entire tract 1)

MRC No. 1—Includes the planned centers known as "Crossroads Mall" and "Menard Plaza" and establishments on W. Stewart Ave. from 17th Ave. to 28th Ave., on 17th Ave. from W. Bridge St. to W. Stewart Ave., and on Stewart Cir. (Wausau and Marathon County) (In tracts 5, 6.01, and 14)

WAUSAU, WIS., SMSA—Con.

MRC No. 2—Includes the establishments on Grand Ave. from Weston Ave. to Radtke St. and on E. Kent St. from Grand Ave. to Coel Blvd. (Wausau and Marathon County) (In tracts 8 and 9)

MRC No. 3—Includes the planned center known as "Shopko Plaza" and establishments on E. Grand Ave. (Business Hwy. 51 S.) from Schofield Ave. to W. Grand Ave. and on Keck Ave. (Rothschild and Marathon County) (In tracts 10 and 11.01)



APPENDIX J.

Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—delineated by Census Statistical Areas Committee, "L"—delineated by other local organization, "N"—no delineation since area had no MRC's in 1982, "NP"—nonparticipating area (no MRC delineation participation could be obtained). For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Appleton-Oshkosh SMSA	CSAC
Eau Claire SMSA	CSAC
Green Bay SMSA	CSAC
Janesville-Beloit SMSA	
Rock County	N
Janesville city	CSAC
Kenosha SMSA	L
La Crosse SMSA	L
Madison SMSA	CSAC
Milwaukee SMSA	
Milwaukee County	CSAC
Waukesha County	CSAC
Ex. Milwaukee and Waukesha Counties	N
Racine SMSA	CSAC
Sheboygan SMSA	
Sheboygan city	CSAC
Sheboygan County	N
Wausau SMSA	CSAC

REFERENCE MATERIALS • ORDER FORMS • PUBLICATION CORRECTIONS

Please send me the items marked (X) below.

- Corrections (if there are any) for this publication—**Major Retail Centers, Wisconsin, RC82-C-50**

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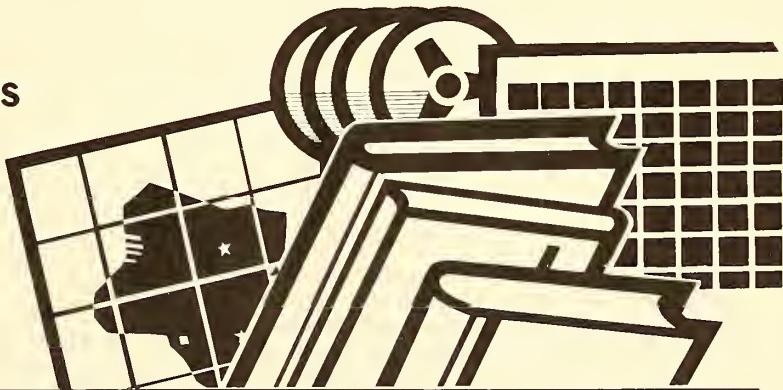
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PUBLICATION PROGRAM

1982 CENSUS OF RETAIL TRADE

Publications of the 1982 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233. The first results were issued in preliminary reports. Final detailed statistics are issued in separate paperbound reports, which subsequently are assembled and reissued in clothbound volumes.

Final Reports

Geographic area series—52 reports (RC82-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report presents general statistics for establishments with payroll, on number of establishments, sales, payroll, and employment, by varied retail classifications. Data for all establishments (establishments with payroll and establishments without payroll) are presented on number of establishments, sales, and number of proprietorships and partnerships, only for total retail trade. All statistics are presented for the State, SMSA's, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. For each State, the District of Columbia, and the United States, 1982 data are provided for all establishments on sales per capita, number of inhabitants per establishment, and sales per establishment, only for total retail trade. In addition, for establishments with payroll, data are shown by kind of business on sales and employees per establishment and sales and payroll per employee. Comparative statistics showing percent changes in sales and payroll between 1977 and 1982 are shown by kind of business for establishments with payroll and, for all establishments, only for total retail trade.

Major retail center series—51 reports (RC82-C-1 to -51)

A separate report is being issued for each State and the District of Columbia. Each report presents statistics for retail establishments with payroll by varied kind-of-business detail on number, sales, payroll, and employment. In addition, data for all establishments are presented on number and sales only for total retail trade.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and all other major retail centers (MRC's) in the SMSA.

Descriptions of the boundaries of each CBD and MRC also are included.

Industry series—56 reports (RC82-I-1, 2, 3 (1 to 53), and 4)

The first report (RC82-I-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business or kind-of-business group for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented for establishments with payroll by kind of business on the number of establishments, sales, payroll, and employment for the United States and, for all establishments, only for total retail trade.

A report (RC82-I-2) on measures of value produced, capital expenditures, depreciable assets, and operating expenses presents data for retail

firms with payroll for the United States by major kinds of business. Data also are provided on sales, purchases, and beginning and ending inventories. Measures of value produced include gross margin, value added, and net income produced at market prices and factor costs. Operating expenses include annual payroll, supplemental labor costs, purchased services, etc.

The merchandise line sales series (RC82-I-3 (1 to 53)) presents data on major categories of merchandise sold by retail kinds of business for each State and the District of Columbia, each SMSA, and the United States as a whole. Data for States and most SMSA's will be available on microfiche only. Tables present data for establishments with payroll for each kind of business and show, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary statistics also are provided for the 34 broad merchandise line categories, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

A miscellaneous subjects report (RC82-I-4) contains special statistics on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Final Report Volumes

- Volume I. Retail—Summary and Industry Statistics. Includes data previously issued in series RC82-I.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC82-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC82-C.

Microfiche

Every final report in the 1982 Census of Retail Trade will be available on microfiche.

Public-Use Computer Tapes

Selected data—generally detailed information by industry and/or geographic area—also are available on public-use computer tapes. For the selected data, these tapes will provide the same information found in the final reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data. These tapes, with corresponding technical documentation, are sold by Data User Services Division, Customer Services (Tapes), Bureau of the Census, Washington, D.C. 20233.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, transportation, enterprise statistics, minority-owned business enterprises, and women-owned businesses also are available from the 1982 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, Guam, and the Northern Marianas. Separate announcements describing these reports are available free of charge from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233.

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